

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York. J S BRIGGS

VOL. XLIV. NEW YORK, AUGUST 12, 1903.

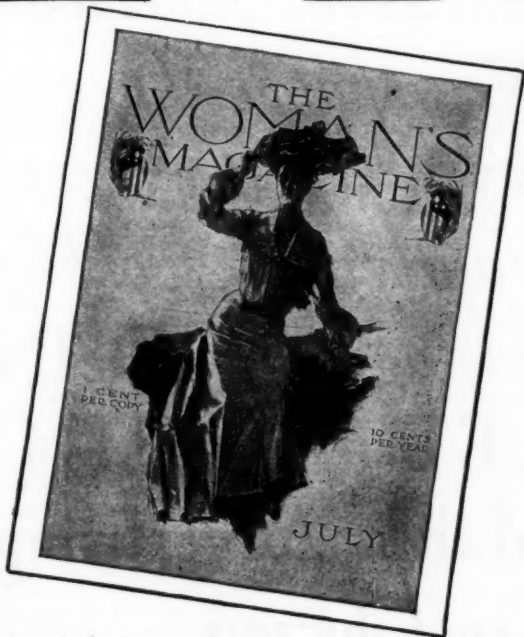
No. 7

In making up your list be sure to include

The Woman's Magazine

(Largest Circulation in the World)

1,500,000 Copies EVERY Issue



THE WOMAN'S MAGAZINE has a larger **PROVEN** circulation than any other publication **EVEN CLAIMS.**

**World's Fair
Next May**

The Woman's Magazine
(Largest Circulation in the World)

ST. LOUIS, MO.

Western Representative, Geo. B. Hische, Hartford Bldg.,
Chicago. Eastern Representative, A. A. Hinkley,
Flat Iron Bldg., New York.

Rowell's American Newspaper Directory tells the circulation of American newspapers and tells it truly. It gives the present circulation as well as for a series of years past, thus enabling the advertiser to determine the probable future.

In my opinion there is only one newspaper directory, and that is the American Newspaper Directory. We use it constantly in the work of this agency.—JOHN LEE MAHIN, Mahin Advertising Co., Chicago.

The price of the American Newspaper Directory is \$10 net cash, all transportation charges prepaid.

GEO. P. ROWELL & CO., Publishers,
20 Spruce St., New York.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLIV.

NEW YORK, AUGUST 12, 1903.

No. 7.

LOCATING INDUSTRIES.

The work of the Interstate Industrial Bureau, 1133 Broadway, New York, is unique. It makes a business of bringing together cities which desire manufacturing plants, and plants which are looking for sites.

Hitherto such work has been done by the people concerned. There has been no clearing house. Some of the railroads have built up industrial and promotion departments, which have done quite a lot of work in this line, but, of course, their work is confined only to their own right of way, and is, therefore, limited to a certain territory.

The organization of the Interstate Industrial Bureau, for the bringing together of desirable towns and desirable industries, is due to Robert C. Adams, manager of the Bureau.

To a reporter for PRINTERS' INK, Mr. Adams said:

"The Interstate Industrial Bureau is an organization intended to supply a manifest want. That want is for some impartial, well-informed concern or individual to investigate the merits of towns which have inducements to offer to industries locating there, and to investigate the industries to see whether they are the proper ones to locate in that town. It will be an exchange for 'business opportunities.'

"I have for some time been interested in a number of companies devoted to manufacturing various things. I am a stockholder in water companies, electric light companies, power companies, and other companies of a municipal character. I have had considerable corporation experience.

"We are just starting in our new field of work. In fact, the Interstate Industrial Bureau, which

opened early this summer, is at present engaged in listing a select lot of six hundred towns, which towns believe that they can make it worth while to import and valuable industries to locate within their borders.

"Our plan is simple. We get in touch with the town, find out the people most interested in its advancement, get a list of its alleged qualifications, investigate these qualifications, and if we decide the town has anything to offer as a manufacturing site, to list it, charging our regular registration fee for so doing.

"In addition to this we are prepared to make an expert examination along any line to determine any special fitness of the town for any special industry.

"For instance, the manufacture of paper requires the use of water power, and also water of a certain purity and constancy of supply. A great many manufacturers require certain chemicals, and in many cases these chemicals are found near at hand and in a pure state, which greatly decreases the cost of manufacture. The making of starch is an instance of this. The starch making industry is located at Oswego, in New York. Large quantities of soda are found in or near Wyandotte, Mich., which, of course, results in the location there of large plants for putting this article on the market.

"Investigations of this kind we are prepared to make with our own experts, and furnish impartial reports.

"We have now letters from over four hundred cities which for various reasons think that they are especially adapted to industrial growth, and desire the location of manufacturing plants of various kinds.

"It should be remembered that a town which has nothing to offer

for one industry may be especially fitted to help in the advancement of another one. Different towns are good for different reasons. Some towns have plenty of cheap help. Others have plenty of factory room or factory buildings already erected. Some towns have very cheap power, as electrical power derived from some natural source, as Niagara Falls, or water power. Other towns may have conditions of air or water, or may be conveniently located for shipping, and, as has been said, some towns offer especially advantageous raw material, among which may be included lumber, coal, iron and other things.

"Having secured a representative list of cities, we advertise to reach various manufacturers who for any reason are dissatisfied with their present location, who wish to enlarge, or are looking for new worlds to conquer.

"To these manufacturers we make various sorts of propositions. The chief idea is to get in touch with any man who is proposing to build a factory anywhere. He may have a plant and wish to move it, or he may have formed a company to manufacture something, that has not yet located, and is looking for a site. All these manufacturers we are trying to reach.

"We advertise not only in general papers, but also in trade papers to reach certain selected industries. When we have a town, for instance, that is a good site for a flour mill, we advertise in the milling papers to reach flour manufacturers. When an especially favorable proposition comes from a town which has a good deal of inexpensive lumber, we try to find some wood working industry, such as a furniture house or a cooperage or something that uses lumber.

"Here is an instance that came under my notice the other day. A large manufacturing plant located in Northern New York is engaged in making a very essential and important part of a piano. It is one of the largest and best known houses of this kind in the world. Its present plant is crowded to its fullest capacity. It has for some time contemplated build-

ing an addition to its factory, but instead of building this addition in the same town, it has planned to locate in the West so as to be near another shipping center and have short shipments to such cities as St. Louis, Chicago, Detroit, Cleveland, Cincinnati and Columbus.

"It received propositions from over four hundred cities. It was looking for the following features: Good freight facilities, either railroad, or water, or both; nearness to supplies of lumber, especially hard wood; cheap labor in the form of wood workers; power and a desirable site. Of course, it could not expect to find all of these things in any one town. What it did expect to find and what it finally did find was as large a number of such favorable conditions as possible.

"There is really a great need for such a bureau as ours. Business is becoming more and more classified every day.

"There are several agencies who devote themselves entirely to finding salaried positions for high-class employees and high-class employees for vacant positions. There are men who take your business in charge and systematize or reorganize it, cut off unnecessary waste and expense, and in fact, put it on an entirely different basis.

"All sorts of new industries are coming up every day, and new fields of human endeavor are being occupied.

"This bureau will have a legitimate position in the business world in a very short time. Meanwhile we are using advertising, the best that we can get, to lay our plans and methods before the people who should be interested. This advertising is being prepared by Calkins & Holden.

"None of this advertising is at present in a state to reproduce, but the plan is as follows:

"We shall write to the postmaster of every town in the class we desire to reach in an endeavor to get the name of one man or committee in that town interested in our kind of work. Having found the man or committee, we will

cultivate him with literature until we convince him that we have something to offer him. We will offer to help him to stir up public sentiment in his town. We will supply him with ammunition to use in his local papers, and printed matter to send to leading citizens. We will endeavor to prove that all capital in that town will be benefited, that real estate values will rise, that the town will advance and become more prosperous, and that every inhabitant will be benefited by bringing into that town new blood in the shape of new manufacturing industries.

"Did you ever stop to think that Fall River was an accident? Springfield an accident? Hartford an accident? Why are most of the shoes made in Brockton, and the rest of them at Lynn?

"There are fifty towns scattered all over the United States which could just as surely be the future centers of the shoemaking industry as these.

"The thing that localizes various industries is chiefly skilled

labor. One large plant has started in a town and grown successfully. Other plants go there because the kind of help they desire is already congregated there. Soon these manufacturing towns are going to become overcrowded. The time will be when Fall River cannot do the spinning, or Lynn the shoemaking, or Gloversville the glove-making, or Minneapolis manufacture most of the flour. Other towns have got to take the overflow, and the town that is wide-awake, seeking self-advancement, looking for the location of good, strong, healthy industries, will be the town that is going to be the center of industry in the future.

"The great West especially needs manufacturers. The manufacturing towns are the prosperous towns. The towns which do nothing but supply a farming community are little more than general stores. They can never grow to the size of a manufacturing town. The big Western cities are given over to farming and mining and need manufacturers."

THE MINNEAPOLIS TRIBUNE'S RECORD

(STATED IN COLUMNS OF 22 INCHES.)

Advertising in the Tribune for July 1903

1377 col. .06 in. In the Journal 1186 col. 16 in.

THE TRIBUNE LEADS

The JOURNAL by

190 Col. 12 inch.

Daily Average Circulation of the TRIBUNE

for July, 1903:

71,970 Copies

Largest in history of the paper for one month.

Net daily average for the first seven months

of 1903 **70,836** copies.

Want Ads.

For July 1903:

The Tribune had

31 per cent

Increase in "Want Ads" over the same month a year ago.

The TRIBUNE leads the JOURNAL in "Want Ads" for the month

3470

Advertisements.

WEEKLY AD CONTEST

For the purpose of fostering an ambition to produce good advertisements, retail and others—PRINTERS' INK conducts this weekly contest.

Any reader or person may send an ad which he or she notices in any newspaper for entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed WEEKLY AD CONTEST, Care Editor PRINTERS' INK, 10 Spruce street, New York.

THIRTY-FOURTH WEEK.

In response to the competition announced here ninety-five advertisements were received in time for report in this issue. The one printed below was deemed best of all submitted. It was sent in by W. E. Evans, insurance agent of Monticello, Fla., and it appeared in the *Monticello News* of July 31, 1903. A coupon as provided in the conditions of the contest was mailed to Mr. Evans, who writes that he is a constant reader of PRINTERS' INK, from which he derives valuable information in many ways.

EVANS' INSURANCE TALK.

The business of life insurance the past decade has made phenomenal strides—especially in its benefits to policy hold-

ers, both from a protective and an investment standpoint.

Years ago, if a premium was not paid when due the policy became void and the holder lost all he had paid in. Now, after two full years' existence of the policy, if misfortune should befall the holder, he can discontinue and get back a large proportion of what he has paid; or, the company will lend him on the sole security of the policy at the low rate of five per cent, sufficient to keep it going until better times; or, he can take a paid-up policy for an equitable amount. In fact, there is no way of becoming a loser if you take out a policy in a first-class company and keep it up a few years.

Let's look at a policy from an investment standpoint. Those of the company I represent, maturing at present, show a return to the holders during life of all they had paid in with from four to five per cent compound interest in addition. Consider, in connection, that the insurance during the period has cost nothing and we have results that are simply incomparable!

Look back over the past fifteen or twenty years and see if you have a single investment that has paid you continuously, year in and year out, anything like five per cent per annum. Some perhaps, for awhile, have paid more, some less, some nothing at all and others worse than nothing! Think a minute further. Where is all the money you've invested, at various times and in different things, the past twenty years? Have you got it? The chances are many to one, there's little left of principal or interest! The average man in finance is very much like the fellow with one leg longer than the other—he has many ups and downs and the average in investments with him as well as in business success generally is against him. Not so with a regular old-line life insurance company. Its investments are so many and so varied that it is simply impossible for it to lose any considerable sum in any one venture sufficient to disturb its regular annual interest earning capacity, and therefore, it can make returns on its policies, for a given length of time, unequalled by any other financial institution, and I unhesitatingly claim that, aside from the feature of protection to one's family or estate, a life insurance policy is the very best and safest investment now before the public. Considering the protection, the life policy is incomparable and becomes the greatest beneficial contract yet conceived and brought out by man! Although this is a paid advertisement I believe every word I've written.

I am offering exceedingly favorable terms to those taking out policies with me at this time, and, as I can arrange the payment of premiums to suit applicant's convenience, it would certainly be wise for those who have given the subject any thought whatever to communicate with me, care Lock Box "C," or see me in person without delay.

W. E. EVANS,
Monticello, Fla.

.. The ..
Nashville Banner

One of the Thirty-Six.

1903 CIRCULATION

Daily Average for January,	.	.	16,211
" " " February	.	.	16,727
" " " March	.	.	17,281
" " " April	.	.	18,472
" " " May	.	.	18,640
" " " June	.	.	19,556
" " " July	.	.	19,401

Average for Seven Months 18,041.

THE BANNER'S subscription price is the highest, its circulation the largest, and it carries more local and more foreign advertising than any other Nashville newspaper.

Vreeland-Benjamin Special Agency,

150 Nassau Street,
New York.

Tribune Building,
Chicago, Ill.

BANNER PUBLISHING CO., NASHVILLE, TENN.

THE PRESENT STATUS OF THE RELIGIOUS PRESS.

It must be admitted that the popular impression is abroad that the religious press during the last ten years has deteriorated in value for advertising purposes. Though it may be heresy to say so, I confess that I have at times shared that impression, though now, after mature thought and observation, I am convinced that it is a wrong one. It is now almost exactly ten years ago that I entered this department of journalism and I well remember the dignity with which this particular field of the profession was endowed by the genius of Beecher, Gray, Field, Dexter, Edwards, Buckley and Trumbull. All but two of these men are now dead and with their passing religious journalism lost the element of strong personality which used to be almost essential to the success of any enterprise, especially that of the newspaper.

But it may be urged that secular journalism has suffered an equal and similar loss. Where are the men who wield a personal influence equal to that of Willis, Raymond, Thurlow Weed, the elder Bennett, Horace Greeley, Charles A. Dana or Joseph Medill? They have no worthy successors, and yet our daily newspapers are better papers to-day than they were in the days of the giants above named. On the whole, they command a wider and better influence. The reason is that they are directed by men who are shrewd enough to see that partisan journalism, the kind that put ginger into the editorial ink pot of those old masters, is no longer in demand. There has been a growth of popular education and a consequent growth of political independence. The great majority of reading men nowadays feel competent to make their own conclusions in political matters. All they ask of the editors is to give them the facts of daily history without bias or editorial prejudice. Papers which do this best are now our great dailies. They are papers like the *Springfield Republican*, the *Herald*, *Times* and *Post* of New York, the *Public Ledger* of Philadelphia and the *Record-Herald* of Chicago. They are practically independent of class or party. I speak of them, for they illustrate what might have been accomplished by religious journals had their editors possessed the perspicacity of their secular associates.

Synchronous with the loosening of party ties and the growth of independence in politics, which gave birth to a new secular journalism, there has been a loosening of denominational bonds and a steady growth of inter-denominational fellowship in religion. Most of the religious papers have not perceived this. They have kept thundering away at the same mark and with the same weapons that engaged their attention thirty years ago, not realizing how conditions have changed. One of the best jokes the Boers played on the British in the recent war was to dress up a lot of dummies in the uniform of the Dutch fighters and place sticks in their hands to resemble guns. The Boers then decamped from the field under cover of darkness and were twenty miles distant ere daybreak, when the British began to hammer away at the improvised

fort that seemed so stubbornly defended. It was high noon before they carried the kopje bravely by storm and found with humiliation that it was occupied only by a supposititious enemy. The old line religious press has been equally deceived in surveying its field. These papers have become painfully aware that the people are demanding something different from what was formerly acceptable. Some editors have not responded to this new demand, while many of those who have tried to respond have mistaken their constituency. They have hastily concluded that it was more secular reading that was wanted. They, therefore, gave a melange of world reviews, book news, articles on finance, insurance, cooking and discussions of almost every conceivable affair of life. A Sunday paper is edited with scarcely more enterprise of its kind than many so-called religious journals, and yet the latter languish and die yearly by the dozens. The editors thought that readers wanted less religion. What they wanted was less sermonizing and polemics of a strictly sectarian character. They wanted good, religious literature expressed with as much ingenuity as that employed on papers of any other class. A few men discerned this need, and while most of the denominational papers were napping they began putting out religious literature which appealed to progressive Christian people of broad faith and fervent zeal. The success that rewarded their efforts proves that religion is not a dormant factor in human life and that religious journalism is still one of the most powerful instruments of the Christian church to spread its truth. As for the contention that religious journalism has lost its power as an advertising instrument, it is almost ridiculous to say so, when one reflects that the paper that is confessedly the best advertising medium for the money in the world to-day, is an independent religious paper whose circulation is thirty times as great as that of the average journal in the denominational field. Moreover there are at least a half dozen other papers like this one and they are close seconds in advertising favor. Their joint circulation is probably three times that of the combined denominational press and twice what the latter was ten years ago. Who can look upon such papers to-day as the *Outlook*, the *Sunday School Times*, the *Christian Endeavor World*, the *British Weekly*, the *Christian Herald* and the *Ram's Horn* and say that the religious press is on the wane?

It is true that the doom of sectarianism is sealed and purely sectarian organs must share that fate or be content to live a dying life, but still, as ever before, the fact is, as Aristotle once said: *man is a religious animal*, and the paper that ministers faithfully to this element in human nature will always command influence and command readers of the best imaginable type, and therefore, of course command advertising.—*Frederick L. Chapman, Editor of the Ram's Horn.*

NEVER solicit foreign trade without literature printed in the native language of the people whose trade you desire.—*The Advisor.*

SCHENECTADY GAZETTE OVER 11,000

1902 SCHENECTADY GAZETTE 9097

1901 SCHENECTADY GAZETTE 7669

1900 SCHENECTADY GAZETTE 6489

1899 SCHENECTADY GAZETTE 4627

1898 SCHENECTADY GAZETTE 3433

CIRCULATION Now Over 12,000

**No Canvassers.
No Premiums.
Just a Good Newspaper.**

Time to Think.

The quiet hour at home with the evening paper is the valuable hour to the advertiser.

The paper that reaches the household is sure to be effective.

Use the MINNEAPOLIS JOURNAL, and place your advertising where it will be of most benefit to you.

THE MINNEAPOLIS JOURNAL has the confidence and respect of the people of Minneapolis to a greater extent than any other paper.

The JOURNAL has the largest home circulation of any paper in the entire Northwest.

The JOURNAL is the great daily of the great Northwest.

To the advertiser the MINNEAPOLIS JOURNAL means money.

M. LEE STARKE,

Tribune Building,
NEW YORK.

Mgr. General Advertising,

Tribune Building,
CHICAGO.

THE HOARDINGS OF NEW YORK.

The hoardings are the great spectacle in the metropolis. The first thing that catches the stranger's eye, they are also the one thing, that, like the poor, is always in evidence, and with their vivid and varied coloring perhaps the last memory of that kaleidoscope, the great city, that lingers in his imagination. They are literally "all around the town," from the Battery to Harlem, or according to the revised edition, from the Battery to the Bronx. It is quite unlikely that any other city in the world has such an extent of hoardings as New York, and in this, the golden age of advertising, wonderful indeed is the display spread upon them. It is difficult to begin anywhere in describing them. It seems as if the town put on a spring suit of new bills each year, for everything on the boards is bright and inviting. They are a perpetual, never-tiring panorama of bright ideas, clever drawings, and brilliant colors.

Perhaps the Armour people, who have just covered the town with a great 24-sheet in yellows and browns, announcing their "Veribest" brand, have the pre-eminence just at present. The poster is artistic and handsome, with the hallmark of style about it that everything with the name of Armour bears. One may be inclined to wonder why the great house of Armour, whose name is a household word, should feel called upon to make so tremendous a display of a little girl holding up a can of tinned something, with the legend "Veribest" inscribed upon it, but this is the age of advertising, and no one is more welcome to spend their money, and that royally as they always do, as the Armours.

"Jim Dumps," although he is a trifle time-worn, is after all a great feature of New York publicity today. The provincial who has seen him in sober black only, in the columns of his newspaper, will here behold him arrayed in white pantaloons and a gorgeous red coat—the tails always flying a distress signal, of course—and heroic size

to boot! Dodo and relic as he is, quaint survival of the prerailroad era, he begins to assume some faint semblance of life and reality on the hoardings. Uptown he is built up to protrude his funny flattened head and blatant pigtail in wood over the top of the "space," and thus becomes a ready and facile target for the small boy. Certainly, the boy never had a more natural one. But "Jim Dumps," like all good things mortal, must die. His creator (no less) assures me that he is to come to an end in November. Then hoardings, street cars, newspapers, a militant civilization, will know him no more. Exit Sunny Jim! Surely one of the quaintest, liveliest (despite an inevitable "deadness") characters that the genius of advertising has ever produced. So vivid, so honest, so humorous, is he that he seems like the creation of some higher order of genius than mere publicity.

One "who being dead yet liveth," thanks to the genius of publicity, is Gerhard Mennen, of New Jersey, the Borated Talcum man. Mennen was a man who devoted his whole soul during his life to exploiting about the simplest thing that he could possibly find—a baby powder—and because he believed as much in advertising (possibly more) as he did in the baby powder, he built up a business that was in a flourishing state when he died a year or so ago. Now Mennen's plain, earnest, commonplace "phiz" had always been the feature of his advertising, and the heirs know too much about a good thing to discontinue it, so it happens that new hoardings emblazon the landscape everywhere.

What will the heirs and successors of Douglas, the shoe man, do when he dies? And in this connection the query becomes pertinent—whether Mr. Beeman, the Pepsin Gum man who has been with us so many years and who was certainly no spring chicken when he commenced (you recall the gray goatee and the Bill Nye nudity of cranium), is still in the land of the living. These are not vital points, of course, but such things become interesting in the light of the Mennen disclosures.

Yet, after all, why speculate? Here are the Abbey Salt people still using the portrait of Shakespeare.

The Cremo Cigar, with a yellow poster of varying sizes with very little wording, and the cigar in its natural color as the feature of the display, is the king of the hoardings in middle New York. The long disputed Macy Corner at 35th street and Broadway was at last won for the cause of publicity the other day, and now one of the very best sites in New York is covered with Cremo posters. All this in connection with the curious fact that the cigar is selling everywhere at seven and eight for the quarter suggests that the billboards have at last been pressed into service to bolster the bargain sale.

Other instances will doubtless follow. McCann's hats have the usual unique and authoritative display. McCann has kept on advertising his Bowery hat business for years to the general public, and I am told gets a large slice of the discriminating order of patronage. Years ago I interviewed him for PRINTERS' INK, and he declared that advertising had made him.—*Joseph Lewis French in Profitable Advertising.*

SOME ads make as much noise as a small boy with the toothache—and do about as much good.—*White's Sayings.*

COMMON sense is the one thing that appeals to average men and most of the men who patronize your business are average men. Most of the money you get comes from the masses—the plain, everyday people. Common sense—good old-fashioned cornfield philosophy—in your advertising is appreciated by everybody who has sense enough to make money.—*Jed Scarborough.*

Sure Signs of Quality

For the first six months of 1903 the

CHICAGO

Record-Herald

printed one hundred and fifty-four thousand lines of financial advertising—twelve thousand more than its nearest competitor.

For the same period the

Record-Herald

printed ninety-seven thousand lines of book advertising—twenty-five thousand more than its nearest competitor. The

Record-Herald

has the largest known morning and Sunday circulation in Chicago.

NEW advertisers cannot afford to support weak publications. Influence proceeds from strength and vigor.—*The Mahin Method.*

AN organist can always place his finger on the right stop, but the ad organ has not reached that stage of perfection.—*White's Sayings.*

NEVER expect newspapers to reproduce beautiful halftones or other cuts with any degree of perfection—most of them are unable to do so.—*The Advisor.*

"No flies on them" is what can be said of well advertised articles. They are purchased before the festive fly can affix his trademark.—*Progressive Advertiser.*

IN CIRCULATION LEADS IN ADVERTISING

There must be a good reason for THE MILWAUKEE JOURNAL leading everything in its field in both circulation and advertising. There is. THE JOURNAL gives more paid circulation at less cost than an advertiser can obtain if he employs both of the other evening papers in Milwaukee. Cause and effect. Never known to fail.

S. B. SMITH

30 Tribune Bldg., New York.

C. D. BERTOLET

706-707 Boyce Bldg., Chicago, Ill.

HISTORY, BIOGRAPHY, SCIENCE, ETC.

The American Newspaper Directory catalogues the considerable number of newspapers and periodicals enumerated below, as devoted to History, Biography, Science, Astrology, Clairvoyance, Palmistry, Phrenology, Meteorology, Numismatics, Philately, Ceramics, Antiques, Ornithology, Oology, Taxidermy, as follows:

HISTORY AND BIOGRAPHY.

CONNECTICUT.....	New Haven, Yale Review.....	Quarterly	"YEL."
DIST. OF COLUMBIA.....	Washington, Publications of the Southern History Association.....	Bi-m'ly	"YEL."
IOWA.....	Des Moines, Annals of Iowa.....	Quarterly.	
	Iowa City, Iowa Journal of History and Politics.....	Quarterly.	
KENTUCKY.....	Louisville, Lost Cause.....	Monthly	H
MAINE.....	Rockland, Knox Co. Historical and Genealogical Magazine.....	Monthly	"YEL."
MARYLAND.....	Baltimore, Johns Hopkins University Studies in Historical and Political Science.....	Monthly	"YEL."
MASSACHUSETTS.....	Boston, Patriotic Review.....	Monthly	I
	Boston, Mayflower Descendant.....	Quarterly	"YEL."
	Boston, New England Historical and Genealogical Register.....	Quarterly	"YEL."
	Cambridge, Genealogical Advertiser.....	Quarterly	"YEL."
	Pittsfield, Berkshire Hills.....	Monthly	"YEL."
	Salem, Essex Antiquarian.....	Monthly	I
	Salem, Genealogical Quarterly.....		"YEL."
NEW HAMPSHIRE.....	Manchester, Historic Quarterly.....		"YEL."
NEW YORK.....	New York— <i>Manhattan and Bronx</i> , Spirit of '76.....	Monthly	H
	Successful American.....	Monthly	2,933
OHIO.....	Columbus, "Old Northwest" Genealogical Quarterly		"YEL."
PENNSYLVANIA.....	Philadelphia, Am. Catholic Historical Researches.....	Quarterly	"YEL."
	Philadelphia, Pennsylvania Magazine of History.....	Quarterly.	
TENNESSEE.....	Nashville, American Historical Magazine.....	Quarterly	"YEL."
WASHINGTON.....	Tacoma, Washington Historian.....	Quarterly	"YEL."
WEST VIRGINIA.....	Morgantown, Trans-Allegheny Historical Magazine.....	Quarterly	"YEL."

SCIENCE.

CONNECTICUT.....	Danbury, Bulletin of the Pasteur Institute.....	Quarterly	F
	Meriden, Biblia.....	Monthly.	
	New Haven, American Journal of Science.....	Monthly	"YEL."
	New Haven, Yale Scientific Monthly.....		"YEL."
	New Haven, Yale Review.....	Quarterly	"YEL."
DIST. OF COLUMBIA.....	Washington, National Geographic Magazine.....	Monthly	I
	Washington, Plant World.....	Monthly	1,175
	Washington, Catholic University Bulletin.....	Quarterly	I
GEORGIA.....	Loudsville, Morning Star.....	Monthly	"YEL."
ILLINOIS.....	Bloomington, Magnetic Leader.....	Monthly	"YEL."
	Chicago, Public Policy.....	Weekly	5,754
	Chicago, Astrophysical Journal.....	Monthly	"YEL."
	Chicago, Botanical Gazette.....	Monthly	"YEL."
	Chicago, Commons.....	Monthly	4,680
	Chicago, Journal of Geology.....	Semi-q'ly	"YEL."
	Chicago, American Journal of Sociology.....	Bi-m'ly	I
	Chicago, Journal of Science of Osteopathy.....	Bi-m'ly	I
	Chicago, Am. Journal of the Semitic Languages.....	Quarterly	"YEL."
	Chicago, Journal of Political Economy.....	Quarterly	"YEL."
	Chicago, Monist.....	Quarterly	I
	Rock Island, Augustana Theological Quarterly.....		"YEL."
INDIANA.....	Bloomington, Journal of Germanic Philology.....	Quarterly	"YEL."
MAINE.....	Portland, Journal of Medicine and Science.....	Monthly	H
MARYLAND.....	Baltimore, American Chemical Journal.....	Monthly	"YEL."
	Baltimore, Johns Hopkins University Studies in Historical and Political Science.....	Monthly	"YEL."
	Baltimore, American Journal of Mathematics.....	Quarterly	"YEL."
	Baltimore, American Journal of Philology.....	Quarterly	"YEL."
	Baltimore, Terrestrial Magnetism.....	Quarterly	"YEL."
MASSACHUSETTS.....	Boston, American Naturalist.....	Monthly	"YEL."

SCIENCE—Continued.

MASSACHUSETTS.....	Boston, Higher Law.....	Monthly	"ENL."
	Boston, Protectionist.....	Monthly	2,700
	Boston, Journal of Economics.....	Quarterly	"ENL."
	Boston, Mayflower Descendant.....	Quarterly	"ENL."
	Boston, Political Science Quarterly.....		1,400
	Boston, Practical Psychology.....	Quarterly	"ENL."
	Boston, Technology Quarterly.....		"ENL."
	Boston, Technology Review.....	Quarterly	2,075
	Cambridge, Psyche.....	Monthly	"ENL."
	Cambridge, Genealogical Advertiser.....	Quarterly	"ENL."
	Norwood, American Journal of Archaeology.....	Quarterly	"ENL."
	Ypsilanti, Journal of Pedagogy.....	Quarterly	"ENL."
	Faribault, Journal of Psycho-Aesthetics.....	Quarterly	"ENL."
MICHIGAN.....	Minneapolis, American Geologist.....	Monthly	"ENL."
	Minneapolis, Prophetic Messenger.....	Monthly	H
MINNESOTA.....	Northfield, Popular Astronomy.....	Monthly	"ENL."
	Winona, Journal of Geography.....	Monthly	2,275
MISSOURI.....	Kansas City, Life.....	Weekly	"ENL."
	St. Louis, American X-Ray Journal.....	Monthly	I
	St. Louis, Das Wort.....	Monthly	"ENL."
	Springfield, American Mathematical Monthly.....		"ENL."
NEW JERSEY.....	Atlantic City, Faith and Hope Messenger.....	Monthly	H
NEW YORK.....	Ithaca, Journal of Physical Chemistry.....	Monthly	"ENL."
	New York—Manhattan and Bronx,		
	American Economist.....	Weekly	G
	Scientific American.....	Weekly	C
	Scientific American Supplement.....	Weekly	
	Lecture Bulletin.....	Bi-weekly	"ENL."
	Bulletin of the Am. Mathematical Society.....	Monthly	"ENL."
	Die Zukunft.....	Monthly	11,088
	Mind.....	Monthly	12,725
	Phonoscope.....	Monthly	I
	Popular Science Monthly.....		F
	Mitteilungen Des Deutsch - Amerikanischen		
	Techniker Verbandes.....	Bi-m'ly	"ENL."
	American Anthropologist.....	Quarterly	"ENL."
	School of Mines Quarterly.....		"ENL."
	New York—Brooklyn,		
	Aquarium.....	Quarterly	"ENL."
	Rochester, Journal of Applied Microscopy.....	Monthly	"ENL."
OHIO.....	Columbus, Light of Truth.....	Weekly	"ENL."
	Columbus, Journal of Mycology.....	Quarterly	"ENL."
PENNSYLVANIA.....	Granville, Journal of Comparative Neurology.....	Quarterly	"ENL."
	Easton, Journal of the American Chemical Society.....	Monthly	I
	Lancaster, Science.....	Weekly	I
	Philadelphia, Conservator.....	Monthly	"ENL."
	Philadelphia, Entomological News.....	Monthly	"ENL."
	Philadelphia, Journal of the Franklin Institute.....	Monthly	"ENL."
	Philadelphia, Annals of the American Academy of		
	Political and Social Science.....	Bi-monthly	H
	Philadelphia, International Journal of Ethics.....	Quarterly	I
VIRGINIA.....	Reading, X-Ray.....	Monthly	"ENL."
	Charlottesville, Annals of Mathematics.....	Bi-m'ly	"ENL."
WASHINGTON.....	Seattle, Journal of Childhood, etc.....	Quarterly	"ENL."
ONTARIO, CAN.....	London, Canadian Entomologist.....	Monthly	"ENL."
QUEBEC, CAN.....	Quebec, Le Naturaliste Canadien.....	Monthly	"ENL."

ASTROLOGY, CLAIRVOYANCE, PALMISTRY, PHRENOLOGY.

CALIFORNIA.....	San Francisco, Human Nature.....	Monthly	H
MASSACHUSETTS.....	Boston, Prognostic Star Gazer.....	Monthly	"ENL."
MINNESOTA.....	Minneapolis, Prophetic Messenger.....	Monthly	H
	Northfield, Popular Astronomy.....	Monthly	"ENL."
NEW YORK.....	New York—Manhattan and Bronx,		
	Phrenological Journal and Science of Health.....	Monthly	H
	Syracuse, Universal Religion.....	Quarterly	"ENL."

METEOROLOGY.

ALABAMA.....	Montgomery, Practical Weather.....	Monthly	G
NEW YORK.....	Rochester, Earth and Air.....	Monthly	"ENL."
PENNSYLVANIA.....	Kingston, Storms and Signs.....	Monthly	H

NUMISMATICS, PHILATELY, CERAMICS AND ANTIQUES.

CONNECTICUT.....	Meriden, Biblia.....	Monthly.	
	Rocky Hill, Adhesive.....	Monthly	"JEL."
ILLINOIS.....	Chicago, Philatelist.....	Monthly.	
	Chicago, Robinson's Review.....	Monthly	I
	Chicago, American Antiquarian.....	Bi-m'ly	"JEL."
INDIANA.....	Fort Wayne, Stamp Exchange.....	Monthly	"JEL."
MAINE.....	Portland, Philatelic Era.....	Weekly	I
MASSACHUSETTS.....	Boston, American Journal of Numismatics.....	Quarterly.	
	Boston, Coin Collector's Herald.....	Quarterly	"JEL."
	Watertown, New York Philatelist.....	Monthly	2,161
MICHIGAN.....	Monroe, Numismatist.....	Monthly	"JEL."
MISSOURI.....	St. Louis, Mekeel's Stamp Collector.....	Weekly	G
NEBRASKA.....	Superior, Philatelic West and Camera News.....	Monthly	12,021
NEW YORK.....	Madison, Philatelic Star.....	Monthly	"JEL."
	New York—Manhattan and Bronx,		
	Mekeel's Weekly Stamp News.....		G
	Metropolitan Philatelist.....	Weekly	"JEL."
	American Journal of Philately.....	Monthly	I
	Collector.....	Monthly	"JEL."
	Perforator.....	Monthly	"JEL."
	Syracuse, Ceramic Studio.....	Monthly	I
VIRGINIA.....	Richmond, Virginia Philatelist.....	Monthly	"JEL."
QUEBEC.....	Quebec, Canada Stamp Sheet and Energy.....	Monthly	I

ORNITHOLOGY, OOOLOGY AND TAXIDERMV.

DIST. OF COLUMBIA.....	Washington, Osprey.....	Monthly	"JEL."
ILLINOIS.....	Chicago, Birds and Nature.....	Monthly	C
MAINE.....	Fairfield, Journal of Maine Ornithological Society.....	Quarterly	"JEL."
NEW JERSEY.....	Englewood, Bird Lore.....	Bi-m'ly	3,250
NEW YORK.....	Albion, Oologist.....	Monthly	I
	New York—Manhattan and Bronx,		
	Auk.....	Quarterly	"JEL."

At the right of the name of each paper is set down the circulation rating accorded by the Directory. Where the rating is expressed in Arabic figures it is based upon a statement signed by the publisher or some one duly authorized to represent him. Where expressed by letter it indicates that no satisfactory statement of the actual issues was obtained by the Directory editor upon which a rating in plain figures could be based. The meanings of the letter ratings are explained as follows:

Exceeding twenty thousand,	- - - - -	C
Exceeding seventeen thousand five hundred,	- - - - -	D
Exceeding seven thousand five hundred,	- - - - -	F
Exceeding four thousand,	- - - - -	G
Exceeding twenty-two hundred and fifty,	- - - - -	H
Exceeding one thousand,	- - - - -	I
Less than one thousand,	- - - - -	JKL

The circulation figures and ratings do not represent the actual issue of the paper to-day, or this month, but the average for a full year that had wholly passed before the Directory went to press.

YOUR COMPETITOR'S LIES OFTEN COME HOME TO YOUR ROOST.

It seems an uphill task to teach some advertisers that deliberate misstatements of competitors have a reaction on their own business. The competitive spirit would say, "let them do it, who cares if they do ruin their own business?" But the progressive spirit knows that the influence of false advertising has a strong tendency to shake the public confidence in all advertising; so that in time the honest advertiser will not get the credit for telling the truth. I declare that it is to the interest of every advertiser and every publisher to point out the folly of false advertising, and to rid the public prints of every statement which smacks of untruth. Far

better tell your competitor how to advertise successfully and honestly, than to allow him to poison the public mind with the thought that there is no honesty in advertising and in business, and that the business world is but a mad maelstrom of deceit and dishonesty. But through it all the honest advertiser and the honest business man is making his way to the front, and every day shows a larger recognition of his true position in the business world.—Waldo P. Warren, Advertising Manager, Marshall Field & Co., Chicago.

It is a mistake for the merchant to permit his customers to know more about advertised articles than he does.—Progressive Advertiser.

The American Newspaper
Directory for 1903 shows

THE

PITTSBURG PRESS

to have a larger circulation
than any other newspaper
published in Pittsburg.

C. J. BILLSON,

Manager of Foreign Advertising,

NEW YORK AND CHICAGO.

ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called "A Roll of Honor." It is published weekly in preferred position and contains the names of publications which furnish to the American Newspaper Directory a detailed circulation statement, duly signed and dated, so that advertisers may know by weight and measure what they buy when they place a contract with the paper. Those publishers who are entitled to a place in a "Roll of Honor" are the ones who believe in honest dealing, who believe that cold, hard business shrewdness does not exclude the highest ethics in dealing with their fellow-men: Honest.

The "Roll of Honor" has such virtues, and such advantages for those who are entitled to a place in it, that it received from the start an unanimous indorsement from publishers, advertisers and special representatives.

The "Roll of Honor" is a choice service for those who are entitled to it by reason of its almost nominal expense. Another advantage is the fact that a publisher entitled to a place in it may state for a month or a quarter just past how much his circulation has gained during such a period.

The specific conditions under which this may be done are simple and easy to comply with, viz.:

Any publisher who is entitled to an announcement under the caption "A Roll of Honor" and desires to state therein what his average circulation for a month or quarter just passed has been, may do so, provided he hands in a statement in detail, properly signed and dated, covering the period, and made in accordance with the rules of the American Newspaper Directory. Such addition to appear in *italics*, immediately following the Directory page reference number. Additional space occupied to be paid for at the regular rates, twenty cents per line.

EXAMPLE:

PENNSYLVANIA.

Philadelphia, The Evening Bulletin, D. ex. 8. Average for 1902, sworn, 180,489 (864). Copies not paid. Average for first four months of 1903, sworn, 140,551 copies not paid.

"In Philadelphia Nearly Everybody Reads the Bulletin."

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (493). Average for March, 1903, 8,200.

This feature of the "Roll of Honor" does particularly appeal to prosperous and progressive publishers because they could not possibly acquaint advertisers with these facts in any other way for the same expenditure of money, nor could they reach, without much clerical labor, such a large and desirable number of advertisers every week in the year. Change of copy is always free of charge.

These are some of the advantages, but there are many others. And to bring such conspicuously to the front, the following prize competition will open on July 29, 1903, to all readers of the Little Schoolmaster:

\$100 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the "Roll of Honor" should make use of the service.

\$50 will be paid for the second best article wanted as above.

\$25 will be paid for the third best article wanted as above.

RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the "Roll of Honor" as described in that heading of the first page of the "Roll of Honor" published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the "Roll of Honor" is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked "Roll of Honor Contest," care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose from that number the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK, together with the name of its author and the name and date of the paper in which it had insertion.

(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Halftone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated and no bar to the publications in which they are to be inserted.

Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the "Roll of Honor" there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fall of recognition.

An opportunity is hereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to note that the prize competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

Mere wordings and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanting are true, strong, virile statements of facts. The principal fact to be emphasized is why a publisher whose paper is entitled to a place in the "Roll of Honor" should enlist in it and what the business and moral advantages are to bring the fact before the advertisers of the country through PRINTERS' INK.

For further information, if desired, address Editor of PRINTERS' INK, 10 Spruce street, New York.

OPINIONS.

The new department, a "Roll of Honor," appeals to me strongly. If utilized generally, as I have no doubt it will be by all publications of "verified circulation," it will be an added incentive to publications of unknown circulation to uncover.—*W. J. Murphy, Pub. Minneapolis Daily, Sunday and Farmers' Tribune, Minneapolis.*

"At the outset I recognized in the 'Roll of Honor' a form of advertising that is not only inexpensive, but peculiarly effective for the papers that I represent, while its value to advertisers is beyond question. Realizing its help in the work of a special agent, I immediately wrote to all papers on my list urging the publishers to secure representation. As a result fifteen of them have made contracts."—*E. Katz, Special Agent, New York City.*

Mr. M. Lee Starke, who has offices in both New York and Chicago, and whose present list consists of the Washington Star, Baltimore News, Newark News, Indianapolis News, Montreal Star and Minneapolis Journal, said to a representative of the Little Schoolmaster: "The advertiser who will use a paper that does not reveal its circulation is not wise. In my opinion the 'Roll of Honor' will very quickly become the handiest and most useful reference list for the average advertiser. Three of my papers are already enrolled, and I have urged the other three to secure representation."

"We think so much of it here that if our papers were not willing to pay for space in the 'Roll of Honor' we would be glad to pay for it ourselves," said Samuel E. Leith, of Leith & Stuart, 150 Nassau street. "Our publishers have been keen to see its value, however. Three are already enrolled. Three others who sent statements too late for insertion in this year's Directory find it a hardship to be excluded until next year." Mr. W. C. Stuart of the same agency said: "It is the first list of the kind made up with good stable judgment back of it. Other advertising publications have established similar departments, but the lists were of no practical value. The idea of a 'Roll of Honor,' with the prestige of the American Newspaper Directory, which is unquestioned as an authority on circulation, will make it the standard guide for advertisers."

Henry Bright, of Bright & Verree, representing a list of twelve papers in both New York and Chicago, favors the "Roll of Honor." "Four of my papers are now enrolled. The department covers several points of quality not covered by the American Newspaper Directory, but its chief usefulness is the opportunity it accords honest publishers of stating a growing circulation. The provision in the 'Roll of Honor' permitting a publisher with a figure rating to make a new statement for a quarter or month just passed enables him to present his circulation to date. One, of my papers has come to the front very rapidly the past year, and naturally derives great benefit from this provision."

ROLL OF HONOR PRIZE COMPETITION.

THIRD WEEK.

In response to the contest announced on the two preceding pages, one article was received in time for report in this issue of *PRINTERS' INK*. It was written by W. C. Stuart of the Leith & Stuart Special Agency, 150 Nassau street, New York City, and it appeared in the *Manchester, N. H., News* of July 27, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a paid-in-advance subscription to *PRINTERS' INK*, good for one year from date of presentation, was sent to Mr. Stuart, when the marked copy of the paper was received. Two additional coupons, one to Mr. Stuart and one to the advertising manager of the *News*, were sent in accordance with the terms of the competition. The article, as it appeared in the *News*, follows here:

A ROLL OF HONOR.

THE MANCHESTER "NEWS" IS FOUND
ON IT.

A NEW YORK REPRESENTATIVE WRITES
ABOUT ITS VALUE.

The writer was recently asked by a prominent newspaper publisher, "What would it benefit a newspaper to appear in the *PRINTERS' INK* 'Roll of Honor'?" The question was seriously asked by a publisher desirous of knowing the truth.

My reply may be interesting to other publishers and I give it for their information. It is the opinion of one who has been in the newspaper and advertising business for a period of 15 years. During that time I have come in contact with every phase of the publishing business, embracing the work of a printer's devil, succeeded by sticking type, feeding a press, gathering news, soliciting subscriptions, building up an advertising patronage, and finally the assumption of the complete management of a paper from the seat of a publisher's chair.

This experience, while it may have taught me nothing and may have placed me in no better position than that of thousands of other newspaper workers, has nevertheless brought me in contact with every phase of a newspaper man's life, and while it may have, as I have said before, taught me nothing, it has been valuable because of the fact that it allows me to decide the question under consideration from every standpoint of a publisher.

"To be valuable every such list must have something stable back of it. The

most important point of stability will naturally be the brains and judgment of the man or firm compiling the list.

"In the present case we will consider the brains back of his list. *PRINTERS' INK* is owned by Geo. P. Rowell & Co.

"Mr. Rowell, enjoys the title of being 'The Dean' of the advertising world.

"In order to obtain a listing in this 'Roll of Honor' it is necessary that a publisher shall have a figure rating in the 1903 issue of the *American Newspaper Directory*. I might go into a long elaboration of the merits and shortcomings of this directory. I might tell you of the varying opinions of newspaper publishers and advertisers. Some will be flattering and some of so warm a nature that I believe were the book made of asbestos it would be consumed by the heat of their anger were the two laid side by side.

"The consensus of the better element, however, is to the effect that Mr. Rowell's *Directory* is honest. Some do not like his definition of circulation. All, however, agree that it is fair and when all is said and done it really is the best definition of them all. A summation of the opinions encountered in my experience with advertisers would be that the majority consider the *American Newspaper Directory* the best, most reliable and most complete. A statement in it will be read with interest and will be generally believed.

"In making a detailed circulation statement a condition of entrance into the 'Roll of Honor' the compilers of this list have shown sound judgment.

"The development of the detailed circulation statement of to-day may be traced step by step to continued and persistent efforts to secure the information.

"So aggressive has been the campaign entered into by the editor of the *American Newspaper Directory* that advertisers all over the country are to-day demanding this information as a condition of their contracts, and publishers everywhere are realizing more and more that advertisers are entitled to this information. Each year the ranks of those publishing detailed statements are being recruited to a greater strength.

"In sharp contrast to these publishers are those who refuse to make circulation statements, or those who still maintain the largest circulation claims without furnishing any figures that would indicate what that circulation might be. They represent the old school of journalism, the type of journalism that was distinguished by personalities. These men were really the papers in themselves and with their death all that was great about their papers was buried with them. As a result the papers gradually waned. In their day of prosperity the publishers of these mediums saw no reason for making any statements as to circulation. Business came to their papers without effort, men were wont to say, 'So and So's paper must be a pretty good one. Everybody speaks well of it, and the business went to them and no one said 'nay.' With the passing away of these personalities the publishers realized more and more, that it would sure now, if never before, be to their interests to refrain from circulation statements. The people everywhere believed the paper to be

about 100 times larger and better than it really was, so why go to the trouble?

"Thus it has come about that most of the papers not now furnishing statements of circulation are those back of whose history is a most glorious and illustrious past; papers which, as a rule, were in their day powerful organs, due to the personality of some one man. Their present state in most cases would if investigated, be found to be one of decline.

"And so it is a wise condition of the 'Roll of Honor' to demand of a paper that it furnish a circulation statement in order to qualify for position. In this way it really 'sifts the chaff from the wheat.'

"When completed, the 'Roll of Honor' will show advertisers the name of the most progressive and up-to-date paper in every town. To-day it is in its infancy. If it continues growing at the rate it has, the time is not far distant when this department of the Little Schoolmaster will have become more useful to the general advertiser and agency worker than any of the directories of to-day. The pages which it now embraces combine to form a nucleus for a more perfect whole. They represent in embryo a department that is to be. I look to it to increase in number, prestige and importance until it shall embrace the name of every paper in the country entitled to appear therein.

"The mere listing of a paper in this department is a public acknowledgment or the principle that you believe advertisers are entitled to know just how many copies you print. It stamps you as being a progressive publisher, a man who is endeavoring to keep pace with the progress and methods of the times, and not one who has allowed himself to fall into the rut of business methods that may have been all right twenty or more years ago.

"The willingness of the publishers of PRINTERS' INK to allow advertisers in the 'Roll of Honor' to change copy weekly is a feature very much to be appreciated and to be taken advantage of by publishers of dailies where there is an unusually rapid growth. It gives an opportunity for a publisher to record the progress of his paper by the year, half-year, quarter or month, a feature of supreme importance in a majority of the smaller towns, and this it allows them to do at a minimum cost, at a price which is a mere petty cash item compared to what it would cost in order to spread the same information to the same people by means of one circular letter.

"To the newly established paper, or the one fighting against a set of old time traditions, it opens an opportunity for it to fight its competitors in the open. Its announcement carefully displayed each week is read by those most likely to be interested in the subject. Its constant repetition, week after week, is like the steady dropping of a trickling stream, it is bound to make an impression wherever it falls. Pretty soon the advertiser questions the other paper's claims, and ascertains by reason of evasive answers and explanations that the paper is trying to hide something. He delves into the question more deeply and sooner or later discovers that the

'Roll of Honor' paper is the medium for him to use, not so much for the reason that he has found out anything particularly detrimental to the other paper, but because of the fact that he has discovered so very little about it that is either beneficial or detrimental; while his investigations with the other paper did bring to light many facts of which he was ignorant.

"It is in view of these reasons that I would advocate the appearance in the 'Roll of Honor' of the name of every paper entitled to a place therein. Never before has so practical a system been devised in order to maintain such a list. No previous list has had back of it in support of any firm or individual that can compare with this one. Its stability is certain. Its future is assured. With time it will improve. As the months go by advertisers will consult it more and more.

"I come now to the final reason why a paper should be listed in this department, and that is because the 'Roll of Honor' is published in PRINTERS' INK. It is of course unnecessary for me to go over the history of the Little Schoolmaster. Well has it been said that 'American advertising is famous and PRINTERS' INK made it so.' I doubt if a more truthful statement was ever uttered.

"And so I trust my reply will satisfy you beyond argument, and convince you that in spite of all criticism, the 'Roll of Honor' is the place for a good paper. You own a paper and know all about it. If you do not think it deserving of a place in the Little Schoolmaster's 'Roll of Honor' list, how then do you think advertisers are going to believe it good enough to be deserving of a place on their next list?" W. C. STUART.

The Little Schoolmaster congratulates Mr. Stuart for having written the winning article in the third week of the contest. The Manchester, N. H., *News* in which it appeared, is a member of the "Roll of Honor."



A STRONG WINDOW DISPLAY.

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated. These are generally regarded by the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (C), the so-called gold marks, denoting superior excellence in quality of circulation. (C) Announcements under this classification, if entitled as above, cost 30 cents per line under a YEARLY contract, \$30.00 for a full year, 10 per cent discount if paid wholly in advance.

ALABAMA.

Anniston. Evening Star. Daily average for 1902, 1,159. 2,996, guaranteed (33). First six months, 1902, daily 1,858 guaranteed.

Birmingham. Birmingham News. Daily average for 1902, 18,453 (34). First six months 1902, 16,906; June, 1903, 19,586; guaranteed.

Birmingham. Ledger. dy. Average for 1902, 18,950 (34). Av. for June, 1903, 16,896, guaranteed.

Montgomery. Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,896 (C), weekly 12,841, Sunday 14,625 (40).

ARIZONA.

Phoenix. Republican. Daily average for 1902, 5,820 (47). Logan & Cole Special Agency, N. Y.

CALIFORNIA.

Fresno. Morning Republican, daily. Average for 1902, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland. Tribune, daily. Average for 1902, 9,952 (75). Tribune Publishing Company.

San Francisco. Argonaut, weekly. Average for 1902, 16,165 (81). E. Katz, Special Agent, N. Y.

San Francisco. Bulletin. R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,802 (80).

San Francisco. Call, d'y and S'y. J. D. Spreckels. Av. for 1902, d'y 60,885, S'y 71,584 (80).

COLORADO.

Denver. Post, daily. Post Printing and Publishing Co. Average for 1902, 32,171 (97).

CONNECTICUT.

Hartford. Times, daily. W. O. Burr. Average for 1902, 16,172 (111).

New Haven. Palladium, daily. Average for 1902, 5,500 (114). E. Katz, Special Agent, N. Y.

New Haven. Union. Av. for 1902, d'y 15,481, S'y 8,825 (114). E. Katz, Special Agent, N. Y.

New London. Day, evg. Av. 1902, 5,198 (115). First six months 1902, 5,532. June, 1903, 5,686.

Norwich. Bulletin, daily. Bulletin Co., publishers. Average for 1902, 4,659 (115).

DISTRICT OF COLUMBIA.

Washington. Ev. Star, daily. Ev. Star Newspaper Co. Average for 1902, 5,748 (C) (122).

National Tribune. weekly. McElroy & Shoppell. Average for 1902, 104,599 (123).

DELAWARE.

Wilmington. Morning News, daily. News Publishing Co., pubrs. Average for 1902, 9,485 (121).

FLORIDA.

Jacksonville. Metropolis, daily. Av. 1902, 7,918 (128). Average 1st 6 months, 1903, 8,229.

Pensacola. Journal, daily, every morning except Monday. Average for 1902, 8,441 (131).

GEORGIA.

Atlanta. Journal, dy. Av. 1902, 87,828. Semi-wy, 84,105 (135). Atlanta Journal Co., pubrs.

ILLINOIS.

Chicago. Citizen, weekly. Citizen Co. Year ending Dec., 1902, no issue less than 1,000 (161).

Chicago. Bakers' Helper, monthly. H. R. Clissold. Average for 1902, 4,050 (C) (177).

Chicago. Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,059 (167). Average first 15 weeks, 1903, 66,740.

Chicago. Grain Dealers Journal, s-mo. Grain Dealers Company. Av. for 1902, 4,416 (C) (176).

Chicago. Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166, (181).

Chicago. New Thought, monthly. 50c. a year. Ella Wheeler Wilcox, editor. Average year ending January, 1903, 29,259 (182). Since January, 1903, New Thought prints over 100,000 monthly.

Chicago. Record-Herald. Average for 1902, daily 158,424, Sunday 171,816 (166).

Chicago. Tribune, daily. Tribune Co. In 1902, 7A (C) (165).

Clayton. Enterprise, weekly. No ads on patent. No issue since 1903 below 1,000 (185).

East St. Louis. Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (192). Average first six months 1903, 14,858.

INDIANA.

Evansville. Journal-News. Av. for 1902, d'y 11,910, S'y 11,508 (244). E. Katz, Sp. Agt., N. Y.

Goshen. Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Muncie. Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, S'y 16,555 (260).

Notre Dame. The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (262).

Princeton. Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320 (264).

South Bend. Tribune. Sworn dy. av. 1902, 4,861 (267). Sworn av. first 6 mos. 1903, 5,554.

IOWA.

Arlington. News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (283).

Burlington. Hawk-Eye, daily. J. L. Walton. Av. for 1902, 6,318 (285). June 30, 1903, 7,018.

Davenport. Times. Dy. av. 1902 6,822, s-wy. 1,527 (292). Dy. av. 1st 6 mos. 1903, 7,718. (C) guar. more than double of any Davenport daily.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,019 (293). Average for June, 1903, 31,011.

Des Moines. Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

Des Moines. News, daily. Des Moines News Co. Average for 1902, 27,118 (295).

Muscatine. Journal, dy. av. 1902 8,712, s-wy. 2,711 (315). Dy. av. 1st 6 months 1903 4,188.

Ottumwa. Courier. Dy. av. '02 4,491, s-wy. 6,984 (319). 1st 6 mos. 1903, dy. 4,577, s-wy. 7,291.

Sheldon. Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 456, w'y 2,544 (323).

A Roll of Honor—Continued.

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 8,681 (323).

Sioux City, Journal, daily. Perkins Bros. Co. Average for 1902, 16,968 (334). Over 19,000 daily guaranteed for 1903. Rank first and best in its wide field in the Northwest.

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). Offers to prove 5,000 daily circulation for 1903, or receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (343).

Hutchinson, News, d'y and w'y. W'y. during 1902, no issue less than 1,920 (346). E. Katz, N. Y.

Topeka, Western School Journal, educational monthly. Average for 1902, 8,116 (362).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Habbage. Average for 1902, 2,348 (366).

Lexington, Leader. Av. for 1902, d'y 2,788, w'y 2,896, s'y 4,008 (373). E. Katz, S. A., N. Y.

LOUISIANA.

New Orleans, Louisiana Planter and Sugar Mfr., w'y. In 1902 no issue less than 2,000 (387).

MAINE.

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,185 (391).

Bangor, Commercial. Average for 1902, daily 7,846, weekly 29,012 (392).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (393), weekly 15,255 (393) (395).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,181, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,522 (402).

MASSACHUSETTS.

Boston, Evening Transcript (C) (412) Boston's tea table paper. Largest amount of week-day adv.

Boston, Globe, average for 1902:
Daily, 194,579; Sunday, 276,296 (412-413).
Largest circulation in New England.
Advertisements go in morning and afternoon editions for one price.

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (C) (413).

Post, daily. Average for 1902, 174,172 (415). Largest p. m. or a. m. sale in New England.

Danvers, Red Men's Official Journal, monthly. Andrew H. Paton, pub. Average 1902, 2,750 (425). Only official paper for 200,000 members.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1903, 20,541 (425).

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (426).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, 75,450 (424).

Springfield, Good Housekeeping, mo. Av. for 1902, 108,666 (426). For year end. April, 1903, 119,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (429).

MICHIGAN.

Adrian, Telegram, d'y. D. W. Grandon. Av. for 1902, 1,270 (440). Av. first 6 mths. in 1903, 2,552.

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (450).

Saginaw, Evening News, daily. Average for 1902, 9,848 (473). July, 1903, daily 10,985.

MINNESOTA.

Minneapolis, Farmer's Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (496).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,628 (496).

Minneapolis, N. W. Agriculturist, s.-mo. Feb., '03, 72,162 (498). 75,000 guar'd. 35c. agate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (C) (497).

Minneapolis, Svenska Amerikaniska Posten, weekly. Swan J. Turnblad, publisher. Average for 1902, 47,075 (497).

Minneapolis, Tribune, daily. W. J. Murphy, publisher. Average for 1902, 66,872 (496).

Minneapolis, Tribune, Sunday. W. J. Murphy, publisher. Average for 1902, 56,250 (496).

Minneapolis, Western Progress, mo., devoted to Western interests. Av. for 1902, 10,000 (500).

St. Paul, News, daily. B. D. Butler. Average for 1902, 20,619 (506).

St. Paul, Pioneer-Press. Daily average for 1902 24,151, Sunday 20,988 (506).

Winona, Republican and Herald, daily. Average 1902, 2,202 (512). Av. past 6 months, 4,007.

MISSOURI.

Joplin, Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 50,876, weekly 161,109 (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (545). Av. 5 mos. '03, 9,895.

Kansas City, World, daily. World Publishing Co. Average for 1902, 62,978 (543).

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (557).

St. Joseph, 300 S. 7th St., Western Fruit Grower, m'y. Aver. for 1902, 23,287 (557). Rate 15c. per line. Circulation 20,000 copies guarant'd.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 22,058 (563).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 908,825. Actual proven average for first 7 mos. in 1903, 1,115,760. Every issue "OVER" one million copies. Largest EVERY issue circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1902 11,204 (573). MONTANA'S BEST NEWSPAPER.

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln, Deutch-American Farmer, weekly (560). Av. for year end. April 30, 1903, 144,554.

Lincoln, Freie Presse, weekly (560). Average for year ending April 30, 1903, 144,554.

Omaha, News, daily. Daily News Publishing Co. Average for 1902, 62,777 (594).

A Roll of Honor—Continued.

NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davidson. Average for 1902, 7,500 (609).
Leith & Stuart, N. Y. Rep., 100 Nassau St.

NEW JERSEY.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 2,035, (616).

Jersey City, Evening Journal, daily. Evening Journal Assoc'n. Average for 1902, 17,532 (619).

Jersey City, Sunshine, mo. J. W. Floridy. Av. for year ending Jan., 1903, 24,500 (436).

New Market, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (623).

Plainfield, Daily Press. A. L. Force, publisher. Actual average for 1902 2,532 (625).

NEW YORK.

Albany, Journal, evening. Journal Co. Av. 1902, 16,109 (634); present, 18,897.

Albany, Times-Union, every evening. Establ. 1856. Average for 1902, 25,294 (635).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,591 (638).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,812, evening 50,401 (641).

Corning, Evening Leader, daily. Average for 1902, 4,064 (647). First half 1903, 5,325.

Elmira, Ev'g Star. Av. for 1902, 2,255 (651).
Guaranteed by affidavit or personal investigation.
Leith & Stuart, N. Y. Rep., 100 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 2,116 (656). Av. for June, 1903, 4,208. *Leith & Stuart, N. Y. Rep., 100 Nassau St.*

Newburgh, News, dv. Av. for 1902, 4,257 (666).
Guaranteed by affidavit or personal investigation.

New York City.

American Machinist, w'y, machine construo. (Also European ed.) Av. 1902, 18,561 (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 62 Trinity pl. Av. for 1902, 15,000 (671).

Automobile Magazine, monthly. Automobile Press. Average for 1902, 3,750 (686).

Bensinger's Magazine, family monthly. Bensinger Bros. Average for 1902, 28,479 (686).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,855 (687).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,828 (687).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,844 (673).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (674).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,009, (674).

Forward, daily. Forward Association. Average for 1902, 31,709 (667).

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pubs., 8 Spruce street. (667).

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 8,650 (679).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. F. Rowell & Co. Est. 1888. Average for 1902, 18,987 (679).

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1856. (680).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, 2,458 (687).

The Iron Age, weekly, established 1855 (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901,
"by Printers' Ink, the Little
"Schoolmaster in the Art of
"Advertising, to The Iron Age,
"that paper, after a canvass-
"ing of merits extending over
"a period of ten months, has-
"ing been pronounced the one trade paper in the
"United States of America that, taken all in all,
"renders its constituency the best service and best
"serves its purpose as a medium for communica-
"tion with a specified class."



The New York Times, daily. Adolph S. Ochs, publisher, 1902 A (669).

Rochester, Case and Comment, mo. Law. Av. for 1902, 50,000 (715); 4 years' average, 50,186.

Schenectady, Gazette, daily. A. N. Liecby. Average for 1902, 9,097 (716). Average for six months ending July, 1903, 12,864.

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 14,618 (725).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 2,462 (724).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,182 (726).

NORTH DAKOTA.

Grand Forks, Norman, weekly. Norman Pub. Co. Average for 1902, 4,869 (744).

OHIO.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 2,558 (752).

Cincinnati, Enquirer. Established 1842. Daily (66), Sunday (66) (761). *Beckwith, New York.*

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,584 (765).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Dayton, News, daily. News Publishing Co. Average for 1902, 16,580 (773).

OKLAHOMA.

Guthrie, Oklahoma State Capital, dv. and wy. Average for 1902, dy. 18,806, wy. 21,222 (813).

OREGON.

Portland, Washington Advocate, mo. Order of Washington, pubs. Avg. for 1902, 6,040 (836).

PENNSYLVANIA.

Erie, Times, daily. Average for 1902, 10,645 (845). E. Katz, Special Agent, New York.

Philadelphia, American Medicine, w'y. Av. for 1902, 19,527 (866). Av. March, 1903, 16,827.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 528,127 (873). **Printers' Ink** awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1902, by
"Printers' Ink, 'The Little
"Schoolmaster' in the Art of
"Advertising, to the Farm
"Journal. After a canvassing
"of merits extending over a
"period of half a year, that paper, among all
"those published in the United States, has been
"pronounced the one that best serves its purpose
"as an educator and counselor for the agricultu-
"ral population, and as an effective and economi-
"cal medium for communicating with them,
"through its advertising columns."



A Roll of Honor—Continued.

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (©) (860).

Philadelphia, Reformed Church Messenger, w'y. 1306 Archst. Average for 1902, 8,574 (866).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,815 (869). Average to July 1, 1903, 108,057. Religious Press Assn., Phila.

Philadelphia, The Evening Bulletin, D. ex. S. Average for 1902, sworn, 180,489 (864). Copies daily net paid. Average for first six months of 1903, sworn statement, 141,196 copies per day net paid.

"In Philadelphia Nearly Everybody Reads The Bulletin."

Pittsburg, Times, daily. Wm. H. Seif, pres. Average for 1902, 59,571 (876).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (880).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (893). Average for May, 1903, 8,878.

RHODE ISLAND.

Providence, Daily Journal, 15,975 (©) (896). Sunday 18,331 (©). Evening Bulletin 87,551, average 1902. Providence Journal Co., pubs.

SOUTH CAROLINA.

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first five months of 1903, 6,500 copies.

TENNESSEE.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,850 (923). First 6 mos. 1903, 1,425.

Knoxville, Sentinel, daily. Average 1902, 7,701 (926). Average for June, 1903, 9,679.

Memphis, Commercial Appeal, daily, Sunday and weekly. Average 1902, daily 27,506, Sunday 24,916, weekly 74,218 (927).

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,078 (930). Av. for June, 1903, 19,556. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 3,345 (946). E. Katz, Special Agent, New York.

Paris, Advocate, d'y. W. N. Furey, pub. 1902 no issue less than 1,150 (939); May, 1903, 1,257.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1902 2,554 (974). First six months 1903 2,588.

VIRGINIA.

Norfolk, Dispatch, daily. J. M. Thompson, publisher. Average for 1902, 5,095 (985).

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,356 (990).

Tacoma, Daily News, d'y. Daily News Pub. Co. Av. 1902, 18,659 (1,000). Saturday issue 18,008.

WEST VIRGINIA.

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 8,026, S'y 8,805 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1036).

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 20,748 (©) (1029).

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb., 1903, 29,425 (1029). July, 84,114.

Oshkosh, Northwestern, daily. Av. for 1902, 5,902 (1036). First 4 mos. 1903, 6,270.

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1903, 3,706.

Wisconsin, Agriculturist, w'y. Av. for 1902, 27,515 (1039). For yr. edg. June 30, 1903, 29,630.

Waupesa, Post, weekly. Post Publishing Co. Average for 1902, 2,538 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,987 (1051).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 5,574 (1051).

MANITOBA, CAN.

Winnipeg, Free Press, d'y and w'y. Average for 1902, daily 15,241, weekly 16,674 (1064).

NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, 12,831 (1080).

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,250 (1087).

Toronto, Star, d'y. Star Pig. & Pub. Co. Act. av. for 1902, 14,161 (1085). Cole & Logan, N. Y.

QUEBEC, CAN.

Montreal, Star, d'y. & w'y. Graham & Co. Av. for '02, d'y, 55,678, w'y, 121,416 (1082). Six mos. end. May 31, '03, d'y. av. 55,147, w'y, 122,157.

ADVERTISING AGENCIES OF NEW YORK.

I.

Of persons in New York City who are known as advertising agents, maintaining offices and living upon advertising commissions, there is apparently no end. Under the classification "Advertising Agents" in the business directory of the metropolis are ranged several pages of names. For every agent who is important enough to be at all known to advertisers and publishers, there must be at least two who carry on an obscure, insignificant business somewhere in Manhattan. The names in the business directory represent people of every degree. Some have been in business continuously for the third part of a century. Others came into existence yesterday, and still others are springing up today. A list made last month would show names of advertising agents who have since gone out of business. Some of the agencies are corporations, rated at from \$150,000 to \$500,000, with credit as solid as the very rocks. Others are individuals—insignificant in their operations and notoriously irresponsible in the pecuniary sense. Others, again, are professedly sharpers and swindlers, eking out an unlovely existence on the proceeds of advertising that is never paid for. Sometimes the speculations of this last class will amount to a few dollars, while ever and anon some particularly shrewd charlatan bleeds publishers for thousands of dollars. Many of the small agents are honest, but conduct operations on so small a scale that the loss of \$250 through their two or three clients would ruin their business. Tucked away in little offices in Nassau street may be found old men whose names were portentous in advertising ten, twenty or thirty years ago, and some of the small fry now eking out an existence have plainly the stuff in them that will place them among the two dozen important agencies in the course of a few years. Some of the agencies run to special lines of advertising, as transportation, hotel, financial.

Others are specialists in media, placing business in magazines exclusively, or newspapers, or trade journals. Some depend chiefly upon fine literature to accomplish their clients' ends. Some place very little business of any kind, but confine themselves to the production of copy, the making of illustrations, the evolution of selling plans. Some are true promoters of advertising, doing missionary work among business men who are still without the pale of modern methods, making converts and working along true creative lines. Others eschew this creative work, preying upon the clients of others, waiting until the inevitable something goes wrong to step in and win over a client by representations either fair or foul. Some place business over the entire country, and have branches in London. Others handle the accounts of a few retail firms in the city, placing wholly in local publications. Some place business that leaves but a slender margin of profit, while others, like the agents who handle wine advertising, pay little attention to copy and reap profits that are large and steady. In all this maze, there are not more than two dozen agencies that can be classed as influential.

It is generally conceded that the largest volume of business, in gross figures, is handled by the J. Walter Thompson Co., 41 Park Row. This concern has a branch office in Chicago, is rated as high as any firm in the business, and has many profitable accounts of long standing. A specialty is made of magazine advertising. It is said that the company practically controls the advertising sections of some widely circulated magazines, and has always proceeded upon the belief that this form of publicity offers a good field for development. The newspaper department is by no means insignificant, but in comparison with that handling magazine advertising is a side issue.

The agency that places the most newspaper business is probably the Paul E. Derrick Advertising Agency, Tribune Building. With a branch in London, it has always been aggressive. Special agents

and publishers commend its impartiality and business methods, and it makes a practice of paying bills upon the tenth of each month regularly—a practice that appears to be something of an exception.

In point of volume of business there is some question as to whether second place is due to the Derrick Agency or the Lyman D. Morse Agency, 38 Park Row. The business of this concern is divided between newspapers and magazines.

The oldest agency in the city is that of Geo. P. Rowell & Co., 10 Spruce street, established in Boston in 1865 and in New York in 1867. It was the first agency to publish a list of newspapers, breaking the old custom of secrecy regarding advertising mediums and their circulation. Out of this first list has grown the American Newspaper Directory. During the infancy of advertising it was a highly influential concern, and during nearly forty years of business it has stood for the newspaper as the advertising medium par excellence. For many years the Rowell agency was foremost in advertising, and enjoyed a volume of business that was far more profitable than any now known. It still handles a few important accounts, and is a great name among advertisers and publishers, but younger and more aggressive competitors have come into the field in the past ten years, and it is now fairly entitled to be called "old-fashioned." No agency in the country has a higher financial rating, nor a better name for honorable dealings. The position of Geo. P. Rowell & Co. in present-day advertising affairs was

clearly illustrated not long ago in the remark of an experienced special agent: "If a good kind fairy should grant me a wish I would ask for the Rowell agency and sufficient capital to build it up to the proportions that its reputation and record would bring under aggressive management."

The second oldest agency in New York is that of Dauchy & Co., 27 Park Place, established in 1869. The firm publishes a newspaper directory, and places a good line of business, particularly that of English advertisers.

The Frank Presbrey Company, 3-7 West Twenty-ninth street, has made a specialty of transportation advertising, handling the publicity of many large transatlantic steamship companies and some important railroad systems. Though less than six years old, a fine business has been built up in this, as well as general advertising, and the agency is one of the most aggressive and alive in the city. Little attention is given to newspaper advertising, and the amount of money spent in magazines is probably greatly exceeded by that invested in fine literature. Some of the productions of the Presbrey Company have been works of art, and the business is conducted on the assumption that literature is a highly important factor in modern advertising. The list of clients seems to prove that it has been found good policy in certain lines.

SUCCESSFUL advertising is like a mirror—it reflects the goods as they really are.—*White's Sayings.*

CALLING your competitor bad names in your advertising is as good as putting money in his pocket.—*White's Sayings.*

Outside Man Wanted.

We have a well equipped Advertising Agency, the oldest and best known in existence to-day. As it has not been our practice to employ canvassers, advertisers, who wished our services, have been obliged to seek us out and send in their orders. This is not the modern way, and, as a consequence, we are not in as close touch with our customers as we ought to be. We need competent, efficient outside men to represent us. To such a man, who controls or can bring business, we will give fifty per cent of the commission allowed by the newspaper publisher. We are also willing to dispose of the Advertising Agency department of our business to one or two young men who can prove themselves competent to sustain the credit of the house and who have an ambition to become successors to the Geo. P. Rowell Advertising Agency, No. 10 Spruce Street, New York.

EVENING PAPERS PROGRESSING.

NORFOLK, Va., July 28, 1903.

Editor of PRINTERS' INK:

Do you realize that in the list of thirty-six dailies which you have selected as being the best advertising list in the United States, numbers considered, twenty-five, or over two-thirds are afternoon dailies. Not a one of them is exclusively a morning paper, twelve print in the afternoon alone without Sunday issue, only seventeen are morning and Sunday, while the Sunday paper, a creation *sui generis*, has only a score of twenty-three as opposed to twenty-five afternoon papers.

It would of course be absurd for me to advance the claims of the *Dispatch* with its seventy-five hundred subscribers to a position in such distinguished company; but I have often felt from the arguments and expression of PRINTERS' INK that the management was unfair and little appreciative of the superior claims which afternoon papers have in the matter of quality and result getting for advertisers. However the editor may have expressed himself in the past I take pleasure in noting that when it comes to cold blooded business recommendation for advertising patrons the firm of George P. Rowell & Co. cast sentiment and prejudice to the winds and recommend the afternoon newspapers.

Ten or fifteen years ago how many afternoon newspapers would you have printed in your selected list of thirty-six? Probably not more than five. Ten years from to-day how many morning papers will appear in such a list? Perhaps the *Herald*.

I turn to the splendid essay of that scholarly master of modern advertising, M. Lee Starke, and read you from that portion which relates to "media." I quote from your issue of July 29, 1903, the words which are records of fact, the record of history and the voice of prophecy: "Quality should be considered first," says the writer, "as all things considered it is the most essential. A newspaper may have a very large circulation and yet be lacking in character.... I maintain that the high grade home, afternoon newspaper is the king of advertising media. It is read at a time when people have leisure for reading and thinking."

I am glad to see that PRINTERS' INK has the independence to print Mr. Starke's article. It is time that the afternoon newspapers of the country, neglected, overlooked and out-talked by their morning contemporaries, should assert themselves. George P. Rowell & Co. in their selected list of thirty-six dailies have shown that they are awake and noting the tendency of our times. They have paid afternoon journalism the most significant and convincing tribute that history in the newspaper advertising world has yet recorded. I am

Very truly yours,
JAMES M. THOMSON,
Editor of Norfolk Dispatch.

THERE is one way to get something for nothing—utilize the benefits which accrue to retail merchants from the advertising done by manufacturers.—*Progressive Advertiser*.

A STEP FORWARD.

SPRINGFIELD, Mass., August 3, 1903.

Editor of PRINTERS' INK:

It may be interesting to you to know that the J. D. Bates Advertising Agency of this city has just secured the contract to place all advertising of the Colt Patent Fire Arms Mfg. Co., of Hartford, Conn., the makers of the famous Colt's revolvers and automatic guns.

Inasmuch as the Colt Co. (although established since 1855) have never advertised except in trade publications you will doubtless agree with us that this is a step forward in producing business.

Yours very truly,

J. D. BATES ADVERTISING AGENCY.

EMBARRASSED BY PROSPERITY.

23-25-27 City Hall Place,
NEW YORK, Aug. 4, 1903.

Editor of PRINTERS' INK:

We are pleased to know that the *People's Home Journal* and *Good Literature* are entitled to appear on your "Roll of Honor," but the fact of the matter is that we receive more advertising than we can insert so that we do not feel like spending any money to get more business.

Yours truly,

F. M. LUPTON,

Per Thomas H. Child, Adv. Mgr.

NEVER snicker at the opinions of old and experienced proprietary men—they know almost intuitively what will go and what will not.—*The Advisor*.

SENTIMENT is a good thing to mix with your business but when it is allowed to overshadow your main proposition it becomes an expense rather than an investment.—*Jed Scarborough*.



"CHILD'S DAIRY LUNCH."

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Routing machines, saw table and jig saw, new or second-hand, cheap for cash. **LEADER PUB. CO.**, Marietta, O.

MORE than 215,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—To take stock or other interest in good newspaper and act as Washington correspondent therefor. Answer full particulars. "RELIABLE," care Printers' Ink.

POSITION wanted as web pressman, stereotypor or both; 35 years old, 18 years' experience. Sober, reliable. Had charge large presses and stereotyping dept for 12 yrs. Good reference. **A. T. STEAD**, 427 Park Ave., Williamsport, Pa.

ADVERTISING SOLICITORS wanted for programme work Boston Theatres. Yearly situations for hustlers. Must be experienced and highly recommended. Address, stating references, salary expected and experience. "G," Box 26, Melrose, Mass.

WE have a corps of competent editors and writers. Why not order some newsy letters, special articles, editorials, etc., from us? We can do much of your editing and special work at reasonable rates. We study each paper's needs. This is not a syndicate proposition. **CROWN PUB. CO.**, San Francisco.

AN adwriter of experience observes the fact that the ads of newspapers in advertising journals like *PRINTERS' INK* and others are, as a rule, poorly written. He offers his services to write such announcements upon receipt of material and data at moderate rates. Address "NEWSPAPER ADWRITER," care Printers' Ink.

WANTED—Position by adwriter of fifteen years' printing office experience, capable of taking charge of advertising and printing department. *Inland Printer* says my printing is "artistic." *PRINTERS' INK* says my ad work is "commendable." Write to-day to "ADWRITER AND DESIGNER," 934 Barnett Ave., Kansas City, Kansas.

BRIGHT solicitor wanted in every town to act as representative for large company and to introduce quickest and biggest money making scheme ever heard of. \$100 weekly easy for a hustler. Send \$1 for particulars and as guarantee of good faith. Money back if not as represented. Write to-day and be first in the field. "G.," P. O. Box 26, Dept. 8, Melrose, Mass.

SITUATION WANTED.
Young man, thoroughly experienced in the want ad business. Capable of opening and conducting department; good executive ability; a hustler; can furnish good original schemes to promote. Capable of handling entire advertising for good daily. Now in charge, but desire change. Address

"E. H. B.," Printers' Ink.

PUBLISHERS, ATTENTION!
Circulation manager, now employed, desires to make a change. Is fully experienced in taking charge of circulation on new papers, laying out carrier routes, schemes of distribution by trolley, expert mailing clerk, etc., and getting effective results from solicitors. Has used the latest methods and schemes with success. Refers to present and past employers. **PORTER R. PORTERFIELD**, Hotel Albert, Denver, Col.

ADVERTISING SOLICITORS wanted. Active, bright, business getters. Good commission. Old reliable drug paper. Address **RETAIL DRUGGIST**, Detroit, Mich.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an adwriter than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite 808 B, Lippincott Bldg.,
Philadelphia.

MANAGING EDITOR—Metropolitan newspaper man, anxious to get away from the rheumatic and malarial Atlantic coast, seeks position as managing editor, South or West preferred. Does not care to go in a city of less than 100,000 population unless interest in business is included in contract. Is now in executive position on one of the most prosperous and best known papers in the East, and thoroughly knows every phase of newspaper work, editorial and mechanical. Ideas thoroughly modern though devoid of sensationalism. This is unquestionably an opportunity to secure the services of an absolutely first-class man of metropolitan experience and training. As to ability, integrity, character and personal habits, will refer to present employer. Address "EXPERIENCE," care Printers' Ink.

ARE YOU SATISFIED
A with your present position or salary? If not, write us for plan and booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High-grade exclusively.

HAPGOODS (INC.),
Suite 506-309 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 629, Monadnock Bldg., Chicago.
Suite 1320, Williamson Bldg., Cleveland.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 233 Broadway, New York.

COIN CARDS.

33 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mr., 178 Vermont St., Buffalo, N. Y.

CARBON PAPER.

WILL exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 672, N. Y.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

HOTELS.

THE LITTLE HOTEL WILMOT in Penn Square, Philadelphia, wants the disciples of *PRINTERS' INK* to see how they do things. **THE RYERSON W. JENNINGS CO.**

LITHOGRAPHY AND TYPOGRAPHY.

CERTIFICATES, Bonds, Diplomas, Letter-heads, etc., partly lithographed and to be completed by type form. Send for samples. **ALBERT B. KING & CO.**, 105 William St., N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more than 400 different brands of ink than any other ink house in the trade. Special prices to cash buyers.

ILLUSTRATORS AND ILLUSTRATIONS.

IF you want good engraving at a low figure write to F. J. BROWN, 114 5th Avenue, N. Y.

ADDRESSES FOR SALE.

5,000 LIVE, up-to-date names for \$5. Names bought and traded. S. BERBERICK & CO., 770 Marquette Bldg., Chicago.

STOCK CUTS.

HAVE a sheet showing sixty silhouette stock cuts, in three sizes, one, two and six inches high. Glad to send you one. STANDARD, 61 Ann St., New York.

ELECTROTYPING.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Ross St., New York.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

DESIGNERS.

DESIGNING, engraving, illuminating, engraving (line, half-tone, steel, wood), lithographing, artistic printing. Everything done with pen, brush, graver and type. State wants and send for booklet to THE KINSLEY STUDIO, 220 Broadway, New York.

ELECTROTYPE CABINETS.

AS much as you want, as little as you need. The Leonard sectional electrotype cabinet; each section will hold 700 electros; \$5 a section of 10 drawers, base \$1.50, top \$1. Also the Leonard system for buying advertising, \$5. LEONARD MFG. CO., 40 Market St., Grand Rapids, Mich. Circular free.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.

2x3, 7c.; 3x4, \$1; 4x5, \$1.00. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PREMIUMS.

PAPERS—Send for new thing to advertise over U. S. R. D. COULTER, Pittsburg.

PUBLISHERS who want a good premium free write L. B. BAKER, 17 Quincy St., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 51st issue now ready; free. S. F. MYERS CO., 45w, 45-50-52 Maiden Lane, N. Y.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

P **PRINTING!**
PRINTING!
PRINTING!
Best Printing—Best Writing—Best Everything.
PRINTERS' INK PRESS, New York.

CHECKING SYSTEMS.

FOR checking returns from advertising and figuring cost per reply, etc., our system is by far the best. Send for circular. ADVERTISERS' SPECIALTY CO., 50 West Ave., Chicago.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cigarette boxes and five million valentine boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
161 Water Street,
Brooklyn, New York.

The largest makes of Tin Boxes outside of the Trust.

BOOKS.

100 GOOD ads for a grocery store \$1.00. BAIT PUB. CO., Toronto, Can.

PRINTER'S HELPS AND HINTS, 25c. Circular free. KING, Printer, Beverly, Mass.

SHAKESPEARE'S BEST THOUGHTS and Sayings, two splendid books, 12c. each postpaid. Ten Literary Gems, \$1. MONITOR PUB. CO., 212 E. Fifth St., Cincinnati, O.

"THEORY and Practice of Advertising," first text book, fifty complete lessons. In paper cover postpaid, 75 cents, cloth \$1. GEORGE W. WAGENSELLER, A. M., Author, Dept. P. I., Middleburg, Pa.

LOOSE-LEAF PRICE BOOK.

L Practical, compact, serviceable. Ruled and indexed. Leaves easily removed or added. Sent on approval. Agents wanted. ALBERT B. KING & CO., 105 William St., N. Y.

"MY ADVERTISING PARTNER," a book for merchants and advertisers who write their own ads. 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. H. C. ROWLAND, Pub., Columbus, O.

"HOW and Where to Sell Manuscripts," Just published. Full of practical suggestions for the fiction writer and general contributor. Contains addresses of 1,000 publications that buy MSS. Sent postpaid, paper covers, for 50 cents; bound in leatherette, \$1. UNITED PRESS SYNDICATE, Indianapolis, Ind.

STREET FAIR MANUAL—A practical book. All about street fairs, carnivals, floats, booths. A hundred handsome illustrations from original photos and drawings. Designs by experts. No book like it. Limited edition. Many sold. Order now. \$1 postpaid. THE MERCHANTS' RECORD CO., 336 Dearborn St., Chicago.

FOR SALE.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. RICHARD PRESTON, 167L Oliver St., Boston.

L OT of Multipolar Electric Motors for printing presses. Sizes 3/4 to 30 H. P. Prices on application. NATIONAL STAMPING AND ELECTRIC WORKS, Chicago, Ill.

42 X 60 POTTER TWO-REV.; will print 4 pages of a 7 or 8-col. A first class press for book, job or newspaper work. RICHARD PRESTON, 167L Oliver St., Boston.

H OE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. RICHARD PRESTON, 167L Oliver St., Boston.

FOR SALE—Old-established California horticultural publication, circulating throughout the State, and paying high rate of interest on investment. Address A. ROBERTS, Box 429, Station "C," Los Angeles, Cal.

A N attractive, high-class illustrated weekly paper, well established, can be bought for small amount down, balance in installments. The only special paper of its kind in the Rocky Mountain region. Splendid proposition for capable parties. If you mean business address "A. B. C., 100," care Printers' Ink.

ADVERTISING NOVELTIES.

A BRIGHT, finely-cut steel nail file in leather case. Sample 1c.; 1,000 \$50; ad on. J. C. KENYON, Oswego, N. Y.

PAPERBOLD Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, 5th above Chestnut, Philadelphia.

BEST and latest advertising novelties. Articles of real merit and utility. Write for samples and particulars to G. P. COATES CO., Uncasville, Conn.

ADVERTISING NOVELTIES which in reality are advertising necessities. High-grade goods only. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

CELLULOID advertising novelties that bring results. Signs, buttons, badges. High grade work, reasonable prices. THE BALTIMORE BADGE & NOVELTY CO., 223 Broadway, N. Y.

PREMIUMS that bring business for publishers or manufacturers. Latest and best sheet music, books and novelties. State business and receive sample free. GEO. M. VICKERS, Phila.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

30 WORDS, five times 25 cents. ENTERPRISE, Brockton, Mass. Circulation 8,000.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

WRITE to us about "Business Bringers." THE RELIGIOUS PRESS ASS'N, Phila., Pa.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

POUPLY NEWS, 25c. year; ad rate 5 cents per agate line. Circulation 2,250 monthly. WILLIAMS & METLAR, New Brunswick, N. J.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 45,000 copies, rate 20 cents a line. Forms close the 24th. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

PLANT your ad in the POST. It reaches ten thousand readers among the wealthy agricultural class every week. 50 cents an inch, display; 5 cents a line, reading. POST, Middleburg, Pennsylvania.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

ADVERTISERS who wish to secure business from the drug and medical profession, retail and wholesale, should give the RETAIL DRUGGIST, of Detroit, Mich., the old reliable drug journal, a trial. Its mail bags speak in every State.

BENZIGER'S MAGAZINE, the illustrated Catholic family monthly. Indorsed by over 50 archbishops and bishops. Subscription \$3 a year. Circulation 35,000 monthly, guaranteed. Rates 25 cents an agate line. BENZIGER BROS., 36-38 Barclay St., New York.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

ADVERTISEMENT CONSTRUCTORS.

GEOORGE MATTHEW ADAMS.

MAIL-ORDER ADVS written and planned. EUGENE KATZ, Boyce Bldg., Chicago.

ADVERTISEMENTS, booklets, folders, written and printed. GEO. W. WAGENSELLEH, Middleburg, Pennsylvania.

HENRY FERRIS, his **HF** mark. 918-920 Drexel Building, Philadelphia. Advertiser and business adviser. Write.

ADVERTISEMENTS and cuts, new daily. Retailers and bankers should use the best. Moderate prices. ART LEAGUE, New York.

"JACK THE JINGLER'S" best of fads in writing rhyming business ads. Of pith and point, for every use. His New York address is 10 Spruce.

GOOD ADS—the kind I write—bring relief to that dull "summer complaint." One close reliever; the course warranted to cure. WM. H. BESACK, 324 Barnett Ave., Kansas City, Kas.

IDESIGN, write, compile, illustrate, prepare and place, advertising, at a rate that pays you to advertise. It costs you a stamp for information. Write, telling your wants, F. J. BROWN, 114 5th Ave., N. Y.

IHAVE some very positive, definite ideas about good advertising, its form and substance. If your advertisements are not a success let me see them, criticize them and suggest a remedy. WILLARD, Box 162, Evanston, Ill.

PERSISTENT PUBLICATION, PROPERLY PREPARED, PROVES PROFITABLE. POSTAL PROCURES PARTICULARS. PERKINS, 257 Atlantic Ave., Boston, Mass. Send for free illustrated monthly calendar.

ILOOK for clients about half way between the "FLODDER" and the "PLUNGER." There's a "heap" of enterprising people in that "gap," who know a good thing "when they see it," and such often write to ask if I can help them "see it." Why not YOU—sometimes! Of course, not now—you're far too busy, but some time—eh! No. 1-X. FRANCIS I. MAULE. See below.

ADWRITERS and designers should use this column to increase their business. The price is only 10 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

I IMAKE PLANS and HIGH-GRADE LITERATURE FOR ADVERTISERS.

If you want something above the commonplace, write to me.

Provided you're not a mere curiosity seeker, I'll send you samples of advertising matter I've used in a number of successful advertising campaigns.

EDMUND BARTLETT, Adv. Specialist, Am. Tract Bldg., New York.

YOUR ACTUAL TARGET.

You need not give a thought to the man who already knows you and your goods. Your advertising should be aimed exclusively at the vast army of those who so far know nothing of either, and it is "up to you" to suggest promising possibilities to that mass of hitherto indifference. In these days of keen and clever competition strangers always take your business "measure" with what you send them—DON'T FORGET THAT. For those who don't forget "that" I build on anti-torpid lines.

Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Newspaper and Magazine Advs., etc., etc.

Upon receipt of letters suggestive of new business I gladly send by mail samples of my "doings," which sometimes create a desire for like "things" in the bosom of my correspondent—that's why I send them. No postal cards, please. FRANCIS I. MAULE, 428 Sanson St., Philadelphia, Pa.

SIR THOMAS LIPTON ANECDOTE.

Some fifteen years ago Sir Thomas Lipton was a passenger on an East Indian steamer, bound for Ceylon. While in the Red Sea the boat was disabled, and it became necessary to throw over a part of her cargo. Lipton was an interested spectator of the preparations. Suddenly he fled from the scene, and secured a stencil, paint brush and a pot of black paint. Then, to the astonishment of the passengers, he cheerfully labeled each box and bale thrown overboard with the magic "Lipton," which has since become a household word wherever his commodities are used. The cargo, of course, floated ashore, and for miles in Arabia and other lands the natives saw the legend. Subsequently the passengers on the injured steamer were compelled to abandon it and take to small boats. On reaching land Sir Thomas was the first to get a cable office and wire news of the destruction of the boat and safety of the travelers to London. The message was signed "Lipton." Of course, his name was in every English newspaper the next morning, signed to that message, and he was the best advertised man in the whole of the kingdom.—*London Answers.*

Displayed Advertisements.

30 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.



Ripans Tablets are the best dyspepsia medicine ever made. A hundred millions of them have been sold in the United States in a single year. Constipation, heartburn, sick headache, dizziness, bad breath, sore throat and every illness arising from a disordered stomach are relieved or cured by Ripans Tablets. (One will generally give relief within twenty minutes. The five-cent package is enough for ordinary occasions. All druggists sell them.

ADVERTISING MAN
WANTED.

who is now acting as Eastern representative of an agricultural paper, to solicit advertising for a horticultural weekly paper. Address by letter, stating present connections,

D. W. WITTPENN,
218 Fulton St., New York.

TO THE

BIBLICAL RECORDER,

a weekly religious and home paper, published at Raleigh, the American Newspaper Directory gives a higher circulation rating than is accorded to any other weekly or any daily published in

NORTH CAROLINA.

You Can't Afford

To miss Joliet in your publicity calculations. It is a city of fine schools, good government, perfect order and great thrift. Between 8,000 and 10,000 men and women employed

The
Joliet Daily News

Reaches the people at
their homes.

June Circulation, 6,792

H. E. Baldwin, Adv. Mgr.

WHEN

a strong Republican two-cent
evening paper like

The Jersey City
Evening Journal

has far the largest circulation
[in a Democratic stronghold
that means something that
shrewd advertisers appreciate.

DAILY AVERAGE CIRCULATION :

1899—14,486. 1900—15,106.
1901—15,891. 1902—17,532.

1903—18,460

A HOME, Not a Street
Circulation.

THE CHICAGO Daily Drivers' Journal

FOUNDED IN 1873.

has behind it thirty years of uninterrupted success and constant growth. It goes every day into the homes of over 35,000 of the most prosperous and progressive stockmen and farmers of the West, who are well-to-do, able and willing to buy. In 1902 more than \$321,000,000 worth of live stock was sold in the Union Stock Yards of Chicago, and this money went into the pockets and added to the profits of the readers of THE DROVERS' JOURNAL. The circulation covers the Mississippi Valley States and the great West. As a medium for advertisers of farm machinery and implements, land, farm supplies and articles for household use, THE DROVERS' JOURNAL is especially valuable, as it is essentially "the farmers' daily." You cannot afford to overlook us if you want the farmers' trade. Sample copies, rates and full particulars upon application to

THE DROVERS' JOURNAL,

Union Stock Yards,

Chicago, Ill.

The St. Paul Globe

Has carried more columns of advertising from January 1st to the present time, than ever before in any six months of its history, and the advertisers who use its columns are getting better results.

Largest Morning Circulation in St. Paul

Books Open to Inspection of Advertisers

THE GLOBE CO., ST. PAUL, MINN.

M. F. KAIN, Business Manager

FOREIGN REPRESENTATIVES

CHAS. H. EDDY
10 Spruce St., New York City
Tel. 2971 John

W. B. LEFFINGWELL & SONS
405 Schiller Bldg., Chicago, Ill.
Tel. Central 3808

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advc. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, AUG. 12, 1903.

THE temptation to be ornate in writing is strong—always. You may acquire a nervous, hard-hitting style by steady practice, but you can never be certain of it. Grow a trifle careless, and presently there is a tendency to say things in five words where two ought to suffice, and then to say it in seven, and ten, and qualify each thoughtlet with two and three adjectives. Eternal vigilance is the price of brevity.

* * *

Some persons never write briefly. It is much easier to say things in big words when one is talking on paper. Only the masters can express themselves in monosyllables. Rhythm, too, is blamable for long-winded writing. The ear plays an important part in composition. It has a craving for nicely rounded sentences, to satisfy which the brain pads and ornaments. If you are troubled with a long-winded style in writing ads, just try translation. Don't worry about molding language when you are busy putting your ideas on paper. It usually weakens the ideas. The chances are you write more fluently when you have plenty of space. Take as many words as you please. String out the biggest ones in sounding sentences, until what you are trying to tell the public about summer goods reads like a scientist's account of the discovery of radium. Then, when it is all done, and each in its place, translate the ad into every day English.

* * *

Take it sentence by sentence. It may be natural and easy for you to begin your daily announcement

by saying, "The unprecedented absence of characteristically summer weather during the month of June which has just closed has been detrimental to the business interests of our fair city." Be a Gibbon or a Doctor Johnson so long as you get down the idea. Then translate in one word—"Weather!" It makes a snappy beginning, and there's really nothing more to say, for if the weather has been eccentric the public knows all about it. Apologies on your part would be superfluous, of course. Take three words if you like—or five. Any thing to carry the idea and rob it of its rotundity. Fat ideas never travel far. Follow on through the ad, putting the gist of each sentence into everyday English. A word here about everyday English. There is an imitation "everyday English" much used in adwriting, and it is more depressing than a bad German dialect joke. Real everyday English for advertising purposes is not a verbatim rendering of that spoken on the streets, but an imitation of it, written with some regard for grammar. A touch of slang does no harm, but it must be used sparingly. Brevity is not the chief end of this translation process. If your ideas will go in fewer words, well and good, but the point is to make the ad interesting. Put it into lively, straightforward language, and the length doesn't greatly matter. Don't be ponderous, but be sure, on the other hand, that you retain your dignity. Remember the old story of the silk stocking candidate who, when he addressed the employees of a factory at noon, took off his coat to show that he was not straight-laced. He lost their votes because they reasoned that he would have kept his coat on among business men. The less social position people have to maintain the more busy they are maintaining it. Dignified language in advertising or any other sort of writing, addressed to a humble clientele, is recognized as a compliment.

ADVERTISING is the backbone of business. Buying, advertising and selling are the three graces of merchandising.

AN adwriter need not be an artist, but he should have considerable conception of what constitutes art in advertising.

To know how to advertise, what to advertise and when to advertise is a problem which can be solved only through practical experience.

WHILE the easy-going merchant is trying to figure out which is the best advertising medium the strenuous merchant advertises and gets the business.

It is not well to underestimate the value of the printer in advertising. Everyone knows that the merit of a feast depends greatly upon the manner in which it is served.

THE managing editor of the Little Schoolmaster solicits items of news that may be of interest to advertisers and allied trades. Short paragraphs of such a nature will be appreciated and published if found available.

THE Des Moines *Daily Capital* has started a voting contest for city subscribers. Six hundred dollars in gold is offered to the most popular labor organization in the city. Inasmuch as there are 6,000 members in Des Moines and more than 60 unions the contest is said to be running along merrily.

ABOUT advertising, in any announcements I have to make I am careful to always say what I think, or rather what I feel, and to say it in every-day understandable English, and in a plain, straightforward sort of way.—*Seymour Eaton.*

KEEP the "Roll of Honor" idea well to the front. It's a good thing for the publisher as well as the advertiser. The simple detailed statement of circulation which the American Newspaper Directory has sought for years comes nearer to what the advertiser is looking for than anything yet offered.—*J. R. Kathrens, Pabst Brewing Company, Advertising Department, Milwaukee, Wis., July 31, 1903.*

ADVERTISING space in the best papers is expensive, yet it is cheapest in the end.

THE Ridgway-Thayer Company, Union Square, New York, publishers of *Everybody's Magazine*, announce the appointment of W. R. Emery as Western advertising manager with offices in the Marquette Building, Chicago.

MR. WM. R. ROY, who was formerly connected with the G. H. Haulenbeek Advertising Agency of New York, has recently accepted through Haggoods, of 309 Broadway, New York, a position with the Brooklyn Life Publishing Co.

MR. M. M. GILLAM, in a recent article in a New York Sunday newspaper, gives the following advice to the coming adwriter:

To any who feel that they have a call to the advertising business, and who do not know where or how to begin, I would say: Take any advertising in your vicinity that you think you can improve. Write the improved version. Write other advertisements that will hold up new phases of the business, or hold the familiar ones up in a better way. Study the enterprise. Try to know why one method of presentation is better than another, and why this or that particular idea should be put forward. Then go to the management. You will be sure of a hearing, at least, and if your ideas are valuable rest assured that the chances are they will be appreciated. In any case, don't be discouraged. Keep pressing against the crust, and sooner or later you will surely break through upward.

A STRONG argument for having the circulation of a newspaper correctly stated in Rowell's American Newspaper Directory is the fact that, although every advertising agency publishes a directory of its own, they copy most of the circulation ratings out of the Rowell book. To be correctly rated in Rowell's American Newspaper Directory costs the newspaper publisher nothing, neither does it necessitate buying the book or advertising in it. The only requisite is a signed statement of the number of copies printed for a year, divided to show the average edition, the whole being signed by some one having authority to convey such information.

"THE North Adams, Mass., *Transcript* is certainly a remarkable newspaper. Few papers published in similar fields can show such a circulation. The publisher has surrounded himself with a capable corps of workers and the result of their efforts is that the *Transcript* is one of the leading papers of its class. The daily average circulation of the North Adams *Transcript* is 5,239 copies."—*Newspaperdom*.

The *Transcript* is a remarkable and venerable newspaper. It was established in 1840. In 1891 it furnished a detailed statement to the American Newspaper Directory showing a daily average of 4,652 copies for that year. In the 1903 issue of the American Newspaper Directory the *Transcript* gets a letter rating. The failure of securing a figure rating in the 1903 edition of the American Newspaper Directory was probably due to an oversight, or some other sort of negligence for which there is hardly any valid excuse.

THE *Boot and Shoe Recorder*, Boston, celebrates its twenty-first birthday in a large, paper brochure showing portraits of each member of the business and editorial forces, with views of the various departments. This staunch weekly bears the gold marks in the American Newspaper Directory, which is evidence of the regard in which it is held in the shoe and leather trades. It was established in April, 1882, as an eight-page sheet, by William Lewis Terhune, who is still business manager and active principle generally. Charles H. McDermott has been its editor eighteen years. At the end of the first year the paper had grown to twenty-pages, and has steadily grown until to-day it is a weekly trade journal of 162 pages weekly, giving the news of its trade in the most thorough manner and carrying many pages of representative advertising.

THE progressive advertiser always tries to write a better advertisement to-day than he did yesterday.

H. S. THALHEIMER, until recently publisher of the New Orleans *Item*, who left the Crescent City owing to the climatic conditions not agreeing with him or Mrs. Thalheimer, has been engaged by General Manager Frank F. Peard of the Baltimore *Herald* to become his assistant on that paper. Mr. Peard has acquired large financial interests which will take up a great part of his time in New York and, while Mr. Peard will remain the head of the paper, Mr. Thalheimer will act under his guidance.

IRON and steel imports will show a total of more than \$50,000,000 in the fiscal year ending June 30, 1903. The Bureau of Statistics figures show for eleven months an importation of forty-seven million dollars' worth of iron and steel manufactures, against twenty-three millions in the corresponding months of 1902 and sixteen millions in the same months of 1901. The total for the month of May 1903 was \$3,679,821, and unless the June figures fall materially below those of May, the grand total for the year will be over \$50,000,000. This is in marked contrast with conditions in recent years. The total importation of iron and steel manufactures in 1898 was twelve and one-half million dollars; in 1899, twelve millions; in 1900, twenty millions; in 1902, twenty-seven millions; and in 1903, as already indicated, will be about fifty millions. The high water mark of iron and steel imports is closely associated with periods of prosperity and business activity.

I believe the fact that I have placed our advertisement in your "Holl of Honor" for one year, speaks louder than anything else I can say as to what we think of it.

Yours, truly,

THE WOMAN'S MAGAZINE,

Alfred A. Bookley Adv. Mgr.

It is impossible to measure the full effect of good advertising.

THE San Francisco *Call* issues to advertisers a pamphlet, which, with the exception of the front page, is of the practical and common sense type. It gives information and facts couched in language that sounds true and therefore convincing. A chapter entitled "Undesirable and Desirable Circulation" describes the quality of the *Call's* circulation and it appears to be of the sort which advertisers value especially. Testimonials from satisfied advertisers and a detailed circulation statement from July 1, 1902, to July 30, 1903, and a half-tone picture of the *Call* Building complete the rather excellent business brochure.

THE New York evening paper is, perhaps, the greatest injury to the average evening newspaper that there is in the United States, outside of the question of the red ink mutilation. The reason for this is simple: The advertiser goes to New York and sees those newspapers that are printed six, eight or ten times a day, scattered about over the streets, making a large part of the scrap heaps of the rubbish in the parks and other public places. They are picked up for one cent, glanced over for an instant and thrown away after a moment's perusal. They are no more like such papers as the *Atlanta Journal*, the *Birmingham News*, the *Savannah Press*, the *Metropolis* and other papers of this class than if they were not newspapers at all. The ordinary afternoon newspaper of a city like Jacksonville does not have duplicates of circulation. A large percentage of our subscribers take no other newspaper, and read it from top to bottom, from the first to the last page, oftentimes advertisements and all, and is, therefore, undoubtedly, for the number of papers printed, read by more people and read thoroughly by more people and more effective in an advertising sense than any other newspaper of any kind anywhere.—*Jacksonville (Fla.) Metropolis*, July 18, 1903.

MR. FRANK PRESBREY, who is Vice-President of the American Advertising Agents' Association, delivered a lecture last week at Chautauqua on The Evolution of Advertising.

I WAS one of the very first to take a place in the "Roll of Honor" page. I did so because I know that a large proportion of the general advertisers of the United States read PRINTERS' INK. I have something to sell them. Your "Roll of Honor" is just the medium I have been looking for. I can feel the benefit. I believe it has paid for itself from the first week. I believe that advertisers are entitled to know what they are getting for their money as nearly as possible and after I had a chance to make the *Western New-Yorker* something like what it ought to be I saw very clearly that my great task was to let the general advertisers know what I had been doing. Your "Roll of Honor" does that better than any other agency I know of.—*Levi A. Cass, Editor and Publisher the Western New-Yorker, Established 1841.*

IN ordering the *Davenport, Ia., Times*, the *Ottumwa, Ia., Courier* and the *Muscatine, Ia., Journal* into the "Roll of Honor" each for one year, Mr. E. P. Adler, advertising manager of the Lee Syndicate Newspapers, writes: "Allow me to say that I think the 'Roll of Honor' the best and least expensive means of advertising a newspaper yet brought to my attention and I am sure it will be money well spent for our papers."

THE value of your new department—the "Roll of Honor"—is unquestioned. Every advertiser wants to know the merits of the medium in which his money is being spent—which in particular brings up the question of circulation—and the publications enrolled in the "Roll of Honor" must of necessity be a list frequently consulted by all intelligent advertisers.—*J. Angus MacDonald, Author of "Successful Advertising," 22 North William, street, New York, July 31, 1903.*

Ham's Horn is a clear-cut little publication devoted to the mining investments in the zinc and lead fields of Missouri and Arkansas. It is published by Ham & Ham, zinc and lead mine brokers, California, Mo., and contains aporisms with a point, technical and scientific facts concerning zinc and lead, maps of the country where these minerals are found in paying quantities, and arguments to show that mining investments are better than banks for saving money.

Of the religious bodies in the United States the Catholics have the largest number of papers, with the largest combined circulation, because they have also the largest membership, says the *World's Work*. Next come the Methodists, then the Baptists, then the Presbyterians, then the Jews, and then the Episcopalians. There is one Methodist church paper to every 53,000 Methodists; one to every 38,500 Catholics; one to every 31,000 Baptists; and one to every 3,100 Jews. The circulation of most of these papers is, proportionately to church membership, less than it formerly was. Their average circulation is a little more than 4,000 copies each. The number of church papers shows a constant tendency to increase, for all the small sects have their own; but most of them show also a strong tendency to become (with all respect) a kind of trade papers. The dissemination of church news and of official information and the like is coming to be one of the principal reasons for the existence of many of them. As a class, they have less general influence on the whole community than they had a generation ago. But, on the other hand, the best weekly and monthly periodicals of serious purpose—the weeklies and the monthlies that are not church publications—give the whole religious public a far better and more varied religious literature than any public in any country ever before had. Religious literature is not declining—it is becoming broader and better—but what may be called sectarian literature becomes less and less influential.

ADWRITERS are neither made by mail nor by nature. They are the product of experience mated with much mental application.

THERE are about forty theatres in New York City. They all advertise more or less in the New York daily papers. The space they occupy is small, or appears so, but the price they pay amounts in the aggregate to a round full million dollars in a single year.

BROMO SELTZER was first offered to a certain portion of suffering humanity in a small drug store at Chapel Hill, N. C., according to a recent sketch of its inventor, Dr. Isaac E. Emerson, printed in the *New York Commercial*. From the outset it was advertised, and became successful locally. Dr. Emerson removed to Baltimore, where a corporation was organized. It was advertised nationally, and prospered to the point where the inventor became a millionaire. The corporation is now being reorganized. Shares in the old company originally selling at \$100 par are now worth \$400. Dr. Emerson and John F. Waggaman, a Washington capitalist, own ninety per cent of the stock. The former is the active head of the company, which has been known to pay 145 per cent dividends. He pays taxes on \$8,000,000 worth of real estate in Baltimore; he owns one of the most palatial residences in Baltimore; he is the owner of a magnificently appointed steam yacht in which he has once circled the globe and will shortly begin a second similar expedition; his wife has won a way into Baltimore's aristocracy of wealth and their name is famous for lavish entertainment and hospitality. Meantime the doctor has succeeded in dropping this title to become Captain Emerson. He organized the Maryland Naval Militia long ago and had so perfected the organization at the outbreak of the Spanish-American war that they were the complement of the auxiliary cruiser *Dixie*, a converted Morgan Liner, which proved an admirable scout in Cuban waters and played a conspicuous part in the occupation of Porto Rico.

UNIVERSALLY, man admires courage—in an advertisement, even. One never should say anything to the public about goods, of the merit of which there could be any doubt, and what is said should be told with fearlessness. It is brave talk (not bravado) which seals conviction.

Or fifty-seven publications in the United States and Canada devoted to iron, machinery and mechanics, the one credited with the largest circulation per issue in Rowell's Directory is *Machinery*, published monthly at 66 West Broadway, New York. *Machinery's* average circulation in 1902 was 27,622 copies monthly, which includes three separate editions—the Engineering Edition at \$2 a year, the Shop Edition at \$1 and the Foreign Edition at \$3. This journal has a good record for openness regarding its circulation, and is one of three journals in its class that bears the gold marks. Comparisons are particularly odious to publishers of machinery journals, for the proprietors of several of the more prominent publications in this field have each fallen into the habit of regarding their journals as first in everything. This is reasonable enough, perhaps, for in no other trade field are there so many excellent papers. In the whole fifty-seven varieties there are a half-dozen publications that cover certain fields not touched by any of the rest. Without intent to praise one at the expense of another, though, it can truthfully be said that *Machinery* is a journal which an intelligent advertiser in this field would hardly care to keep house without. Editorially it holds closely to its subject—machinery—leaving byways to others; it is practical and reliable, and valued among working machinists from shop to general offices. In the advertising way it gives thoroughly modern display and mechanical facilities, and carries between 100 and 150 pages of advertising in each issue. If a machinery advertiser found himself so situated as to be able to use but three papers out of the fifty-seven, one of them would be *Machinery*.

EACH claim should be backed by a sensible reason.

THOSE retailers who have adopted trading stamps in New York are of two classes. One class—commonly department stores—exploit the stamps and advertise by giving from a dollar to five dollars free to all comers. Other dealers give the stamps only when they are asked for, and it is sometimes difficult to learn that stamps are given at all, the only method in which a purchaser may learn that fact being through the list of dealers published by the trading stamp corporation. The whole question is resolving itself into a problem calling for immediate attention from every man who keeps a store. To many correspondents who had asked advice regarding their adoption the editor of the *Dry Goods Economist* recently said:

These correspondents aver that there is a regular epidemic of gift-schemery in their locality and admit that they are in a quandary as to how to combat it. If they are not opposed to gift-schemes, believing them sound in principle and practice, we would make one answer, but if they are so opposed, quite another. To those in favor of gift-schemes in general, but in doubt as to which is the best, we suggest the offering of their own stamps in conjunction with local dealers in goods they do not carry. That there is a big profit to the trading stamp companies cannot be doubted. It is not generally assumed that they are in business for their health. There's a good, round profit accruing from such speculation, for speculation it certainly is, seeing the profits are dependent upon chance just as surely as they are in Tontine insurance or building loans. The fewer who reach the goal, by filling their books, the greater the profit to the stamp redeemers. This being the case, why not save such profits by issuing your own stamps? Moreover, your own stamps being redeemable in your own store the marked profit on the goods selected reduces the cost of the premium. But to those who are opposed to gift-schemery, in toto and on principle, we would say, Why tax your gray matter to evolve a substitute for a scheme which at heart you disapprove, yet from which an understudy would differ only in degree? Offer neither original nor substitute. In lieu thereof, follow the example of Hearn & Son, of New York, who, unlike other local concerns presumably opposed to premiums, but preserving a discreet silence thereanent, boldly proclaim, even boast, that they do not give trading stamps and iterate and reiterate the slogan: "Value vs. Trading stamps." That's the policy. Harp on performance as opposed to promise, values as against stamps.

THE potency of the engine lies in the fuel. The energy of increasing trade is found in sensible advertising.

THE *Leader*, Lexington, Ky., has moved into a new three story brick building all its own, and issues a folder containing diagrams of each floor and telling how the paper's various departments are housed and arranged. Two floors and the basement are occupied, while the third floor consists of a single large room, which is held in reserve for future growth. The paper makes its own electric light and power. The *Leader* is the only evening daily in Lexington; and the only daily there entitled to representation in the "Roll of Honor," where its card appears. Its weekly issue is the only weekly in that city which states circulation.

IN SCHENECTADY.

The Schenectady, N. Y., *Gazette* is ardently working up a circulation controversy among the daily papers of that city. No one denies first place to the *Gazette*; but the ambitious business manager just now appears to come pretty near to getting the other papers to deny that the *Gazette* prints three or four times as many as either or possibly two or three times as many as both. The *Union* had an average issue in 1902 of 4,419 copies, the *Gazette's* average for the same time was 9,097 copies. How many the *Star* issued the Directory editor was unable to ascertain. The *Gazette's* present issue exceeds 12,000 copies.

THE THREE DOZEN DAILIES.

Whoever thinks he can improve the list of three dozen dailies printed on the last page of this issue, is requested to write a letter on the subject, addressed to the editor of PRINTERS' INK. It should not be forgotten that before a paper can be added one must be stricken off, and the one to be eliminated must be specified, as well as the reasons for deeming it inferior in merit to the candidate nominated for the vacant place.

AYER AND ROWELL COMPARED.

In an article dealing with the Trading Stamps in PRINTERS' INK for July 22nd, reference was made to the use of the stamps by a Buffalo daily newspaper:

In Buffalo, for instance, not only do the retail dealers of all classes have to give stamps with all purchases, but one of the local papers prints a stamp on the ear of every copy issued and has thereby acquired a tangible circulation.

The paper referred to was the Buffalo *Review*, a daily that has since suspended publication. Referring to the paragraph in PRINTERS' INK the publisher of another Buffalo daily writes:

For your information, in reference to the trading stamp article in your July 22nd issue, I would state that the paper referred to as carrying a trading stamp coupon, suspended publication some time ago, and was found to have a circulation of about 3,000 instead of 17 and 19,000, as sworn to in a report published in the *National Advertiser*, occupying two pages in two or more issues.

The latest issue of Rowell's American Newspaper Directory credits the Buffalo *Review* with issuing regularly "more than 2,250 copies."

Ayer's Newspaper Annual credits the same publication with issuing 12,884 copies.

The *Fourth Estate* has in mind printing shortly:

a "deadly parallel" of some of the circulation ratings in the Ayer and Rowell directories, so that advertisers may judge for themselves as to the value of this "information."—The *Fourth Estate*, July 4, 1903.

The Rowell Directory credits the *Fourth Estate* with issuing editions "not exceeding one thousand copies," while Ayer in his latest book fails to accord that paper any circulation at all. The two papers here mentioned will serve well for heading the deadly parallel, and the honors between the two books would seem to be impartially divided so far. Ayer is evidently way off on the Buffalo trading stamp publication, but on "the fourth mistake" his report is apparently based on an accurate inside knowledge of the situation.

NO ADVERTISING is perfect, nor can it be until human nature itself becomes a fixed instead of a variable quantity.

VILLAGE DISTRIBUTORS OF ADVERTISING MATTER.

Whoever becomes known as a general advertiser will receive, in his daily mail, a considerable number of circulars from persons willing to be of service as distributors of circulars or other printed matter or samples; or to do billposting; tack up signs and other publicity work which the advertiser is certain to wish to have performed and equally uncertain how he may best proceed to secure the best quality of service at the nearest approach to an equitable price, and when all is done, how he may know that it has been done well and thoroughly without unnecessary waste or delay.

From the nature of things men who earn a living by distributing advertising matter have to be content with the moderate earnings of skilled or even unskilled laborers, and cannot be expected to have the handsome offices and high commercial ratings that a banker or merchant finds requisite to establish his claim upon the confidence of his patrons. Yet to the distributor of advertising matter it often becomes desirable to ship material that costs hundreds, perhaps many hundred dollars. That this costly material shall not be wasted or side tracked is what the advertiser would be glad to have not only assurance but guarantee. Whether any such assurance or guarantee that is sufficient to allay mistrust has ever been given is what the writer of this article would be glad to ascertain.

In his mail of late he has sorted out the applications that have come in from persons who would serve him as distributors and finds them generally members of some company, union or bureau which assumes to be responsible for the quality of the service.

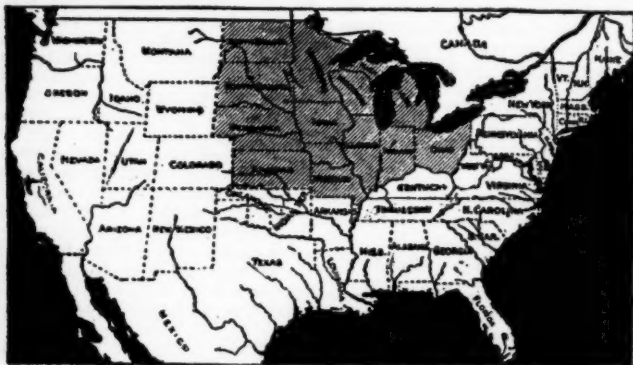
Attempts to ascertain the degree of reliability or responsibility attaching to the guarantees do not, as a rule, develop very satisfactory results. In fact the outcome of inquiry appears to indicate that the central bureau, company or union is little more than a scheme for selling circulars to would be mem-

bers, and the conductor of the bureau, company or union is generally a man whose place of business does not bear much indication of activity or prosperity, and who, on personal interview, is free to admit that his enterprise is not very firmly established and that he does not require, nor does he possess very much capital. The conclusion arrived at is that the guarantee of the bureau, union or company does not amount to anything and that the only persons imposed upon by the pretense that it does have a value are the confiding men who become members of the said bureaus, etc., paying a small initiation fee, or buying circulars, printed in blank, to which the name of the member can be profitably added even at a price with which no local printer would be able to compete.

MAKING ERRORS CONSPICUOUS.

A correspondent asserts that among the papers credited in recent issues of *PRINTERS' INK* with having the largest circulations in certain specified towns and cities, there are some which are not entitled to the distinction accorded. This may be true, for the careful observer will observe that the "largest circulation" is not, literally, what is claimed; but merely that Rowell's American Newspaper Directory "accords" the largest circulation to the paper specified. The Directory may be wrong. In some cases doubtless it is in error; but there is scarcely any better way for discovering a lurking evil than to turn on it the lime light of publicity, thus making it conspicuous to every observer. A similar object it had in mind in publishing in *PRINTERS' INK* from week to week the valuable lists of class papers, with their circulation ratings. It gives every one an opportunity to take note of erroneous figures, if there are any such, and to furnish information which will lead to a correction in the issue of the Directory for 1904. Any circulation statement reaching the Directory office before the last day of January next will be certain to secure careful attention.

Largest Circulations IN THE NORTH CENTRAL STATES.



AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

OHIO.

The *Record* has a higher circulation rating than is accorded to any other paper in Ada.

The *Beacon-Journal* has a higher circulation rating than is accorded to any other daily in Akron.

The *Times-Democrat* has a higher circulation rating than is accorded to any other weekly in Akron.

The *Pathfinder* has a higher circulation rating than is accorded to any other publication issued in Akron.

The *Review* has a higher circulation rating than is accorded to any other daily in Alliance.

The *Weekly Review* has a higher circulation rating than is accorded to any other paper in Alliance.

The *Bee* has a higher circulation rating than is accorded to any other paper in Antwerp.

The *Press* has a higher circulation rating than is accorded to any other paper in Ashland.

The *American Sanomat* has a higher circulation rating than is accorded to any other paper in Ashtabula.

The *Messenger and Herald* has a higher circulation rating than is accorded to any other paper in Athens.

The *Clermont Courier* has a higher circulation rating than is accorded to any other paper in Batavia.

The *Logan Co. Index* has a higher circulation rating than is accorded to any other weekly in Bellefontaine.

The *Educational Sun* has a higher circulation rating than is accorded to any other publication issued in Bellefontaine.

The *Messenger* has a higher circulation rating than is accorded to any other paper in Belleville.

The *News* has a higher circulation rating than is accorded to any other weekly in Bluffton.

The *Farm und Haus* has a higher circulation rating than is accorded to any other publication issued in Bluffton.

The *Wood Co. Democrat* has a higher circulation rating than is accorded to any other paper in Bowling Green.

The *Semi-Weekly News-Forum* has a higher circulation rating than is accorded to any other paper in Bucyrus.

The *Republican* has a higher circulation rating than is accorded to any other paper in Cadiz.

The *Noble Co. Leader* has a higher circulation rating than is accorded to any other paper in Caldwell.

The *Tuscarawas Herald* has a higher circulation rating than is accorded to any other paper in Canal Dover.

The *Repository* has a higher circulation rating than is accorded to any other daily in Canton.

The *Sunday Repository* has a higher circulation rating than is accorded to any other paper in Canton.

The *Republican-Standard* has a higher circulation rating than is accorded to any other paper in Carrollton.

Der Mercer Co. Bote has a higher circulation rating than is accorded to any other paper in Celina.

The *Geauga Republican* has a higher circulation rating than is accorded to any other paper in Chardon.

The *Daily News-Advertiser* has a higher circulation rating than is accorded to any other paper in Chillicothe.

The *Times-Star* has a higher circulation rating than is accorded to any other paper in Cincinnati or daily in the State of Ohio.

The *Ohio Farmer* has a higher circulation rating than is accorded to any other weekly in Cleveland.

The *Press* has a higher circulation rating than is accorded to any other paper in Cleveland.

The *Press* has a higher circulation rating than is accorded to any other daily in Columbus.

The *Sunday Ohio State Journal* has a higher circulation rating than is accorded to any other weekly in Columbus.

The *Semi-Weekly Ohio State Journal* has a higher circulation rating than is accorded to any other paper in Columbus.

The *Evening News* has a higher circulation rating than is accorded to any other paper in Conneaut.

The *Democrat and Standard* has a higher circulation rating than is accorded to any other weekly in Coshocton.

The *News* has a higher circulation rating than is accorded to any other daily in Dayton.

The *Watchword* has a higher circulation rating than is accorded to any other weekly in Dayton.

The *Young Catholic Messenger* has a higher circulation rating than is accorded to any other publication issued in Dayton.

The *Kleeblatt* has a higher circulation rating than is accorded to any other paper in Delphos.

The *Operative Potter* has a higher circulation rating than is accorded to any other weekly in East Liverpool.

The *Evening News-Register* has a higher circulation rating than is accorded to any other paper in East Liverpool.

The *Reveille Echo* has a higher circulation rating than is accorded to any other paper in East Palestine.

The *Herald* has a higher circulation rating than is accorded to any other paper in Eaton.

The *Republican* has a higher circulation rating than is accorded to any other paper in Elyria.

The *Jeffersonian* has a higher circulation rating than is accorded to any other weekly in Findlay.

The *Morning Republican* has a higher circulation rating than is accorded to any other paper in Findlay.

The *Gray Goose* has a higher circulation rating than is accorded to any other publication issued in Franklin.

The *News* has a higher circulation rating than is accorded to any other daily in Fremont.

The *Gallia Times* has a higher circulation rating than is accorded to any other weekly in Gallipolis.

The *Hunter-Trader-Trapper* has a higher circulation rating than is accorded to any other publication issued in Gallipolis.

The *Republican-News* has a higher circulation rating than is accorded to any other paper in Hamilton.

The *News* has a higher circulation rating than is accorded to any other paper in Hicksville.

The *Weekly Republican* has a higher circulation rating than is accorded to any other paper in Ironton.

The *Courier* has a higher circulation rating than is accorded to any other paper in Kent.

The *News-Republican* has a higher circulation rating than is accorded to any other daily in Kenton.

The *Eagle* has a higher circulation rating than is accorded to any other daily in Lancaster.

The *Fairfield Co. Republican* has a higher circulation rating than is accorded to any other paper in Lancaster.

The *Western Star* has a higher circulation rating than is accorded to any other paper in Lebanon.

The *Advertiser* has a higher circulation rating than is accorded to any other weekly in Lima.

The *News* has a higher circulation rating than is accorded to any other paper in Lima.

The *Journal-Gazette* has a higher circulation rating than is accorded to any other paper in Logan.

The *Madison Co. Democrat* has a higher circulation rating than is accorded to any other paper in London.

The *Times-Herald* has a higher circulation rating than is accorded to any other paper in Lorain.

The *Democrat-Enquirer* has a higher circulation rating than is accorded to any other paper in McArthur.

The *Christian Unity Herald* has a higher circulation rating than is accorded to any other publication issued in McComb.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Mansfield.

The *Register* has a higher circulation rating than is accorded to any other daily in Marietta.

The *Zeitung* has a higher circulation rating than is accorded to any other paper in Marietta.

The *Star* has a higher circulation rating than is accorded to any other daily in Marion.

The *Star* has a higher circulation rating than is accorded to any other weekly in Marion.

The *Evening Times* has a higher circulation rating than is accorded to any other paper in Martins Ferry.

The *Farm Investor and Financial Outlook* has a higher circulation rating than is accorded to any other paper in Marysville.

The *Medina Co. Gazette* has a higher circulation rating than is accorded to any other weekly in Medina.

Gleanings in Bee Culture has a higher circulation rating than is accorded to any other publication issued in Medina.

The *Weekly Butler Co. Signal* has a higher circulation rating than is accorded to any other paper in Middletown.

The *Republican* has a higher circulation rating than is accorded to any other paper in Millersburg.

The *Enterprise* has a higher circulation rating than is accorded to any other paper in Montpelier.

The *Morrow Co. Sentinel* has a higher circulation rating than is accorded to any other paper in Mount Gilead.

The *Republican-News* has a higher circulation rating than is accorded to any other daily in Mount Vernon.

The *Semi-Weekly Democratic Banner* has a higher circulation rating than is accorded to any other paper in Mount Vernon.

The *Democratic Northwest* has a higher circulation rating than is accorded to any other paper in Napoleon.

The *Advocate* has a higher circulation rating than is accorded to any other daily in Newark.

The *Weekly Advocate* has a higher circulation rating than is accorded to any other paper in Newark.

The *Ohio Democrat and Times* has a higher circulation rating than is accorded to any other paper in New Philadelphia.

The *Farm and Home Enterprise* has a higher circulation rating than is accorded to any other paper in Norwalk.

The *Plantation Missionary* has a higher circulation rating than is accorded to any other publication issued in Oberlin.

The *Putnam Co. Sentinel* has a higher circulation rating than is accorded to any other paper in Ottawa.

The *Republican* has a higher circulation rating than is accorded to any other daily in Painesville.

The *Weekly Republican* has a higher circulation rating than is accorded to any other paper in Painesville.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Paulding.

The *Call* has a higher circulation rating than is accorded to any other paper in Piqua.

The *Leader* has a higher circulation rating than is accorded to any other paper in Pomeroy.

The *Correspondent* has a higher circulation rating than is accorded to any other weekly in Portsmouth.

The *Daily Times* has a higher circulation rating than is accorded to any other paper in Portsmouth.

The *Republican* has a higher circulation rating than is accorded to any other paper in Ravenna.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Richwood.

The *Review* has a higher circulation rating than is accorded to any other paper in Roseville.

The *News-Record* has a higher circulation rating than is accorded to any other paper in Sabina.

The *Belmont Chronicle* has a higher circulation rating than is accorded to any other paper in Saint Clairsville.

The *News* has a higher circulation rating than is accorded to any other paper in Saint Paris.

The *News* has a higher circulation rating than is accorded to any other daily in Salem.

The *Daily Star* has a higher circulation rating than is accorded to any other paper in Sandusky.

The *Shelby Co. Democrat* has a higher circulation rating than is accorded to any other paper in Sidney.

The *Rosary Magazine* has a higher circulation rating than is accorded to any other publication issued in Somerset.

The *National New Era* has a higher circulation rating than is accorded to any other weekly in Springfield.

The *Woman's Home Companion* has a higher circulation rating than is accorded to any other publication issued in Springfield or in the State of Ohio.

The *Patrons' Leader* has a higher circulation rating than is accorded to any other publication issued in Swanton.

The *Tribune and Herald* has a higher circulation rating than is accorded to any other daily in Tiffin.

The *Blade* has a higher circulation rating than is accorded to any other daily in Toledo.

The *Weekly Blade* has a higher circulation rating than is accorded to any other paper in Toledo or weekly in the State of Ohio.

The *Buckeye* has a higher circulation rating than is accorded to any other paper in Troy.

The *Tuscarawas Chronicle* has a higher circulation rating than is accorded to any other weekly in Urichsville.

The *Daily Chief* has a higher circulation rating than is accorded to any other paper in Upper Sandusky.

The *Champaign Democrat* has a higher circulation rating than is accorded to any other paper in Urbana.

The *Herald* has a higher circulation rating than is accorded to any other paper in Utica.

The *Democrat and Times* has a higher circulation rating than is accorded to any other paper in Vanwert.

The *Anglaize Republican* has a higher circulation rating than is accorded to any other paper in Wapakoneta.

The *Tribune* has a higher circulation rating than is accorded to any other daily in Warren.

The *Western Reserve Democrat* has a higher circulation rating than is accorded to any other paper in Warren.

The *Fayette Co. Record* has a higher circulation rating than is accorded to any other paper in Washington, C. H.

The *Republican* has a higher circulation rating than is accorded to any other paper in Wauseon.

The *News* has a higher circulation rating than is accorded to any other paper in Waverly.

The *Telegram* has a higher circulation rating than is accorded to any other paper in Wellston.

The *Adams Co. New Era* has a higher circulation rating than is accorded to any other paper in West Union.

The *Journal* has a higher circulation rating than is accorded to any other paper in Wilmington.

The *Spirit of Democracy* has a higher circulation rating than is accorded to any other paper in Woodsfield.

The *Wayne Co. Democrat* has a higher circulation rating than is accorded to any other paper in Wooster.

The *Woman's Missionary Magazine* has a higher circulation rating than is accorded to any other publication issued in Xenia.

The *Daily Vindicator* has a higher circulation rating than is accorded to any other paper in Youngstown.

The *Evening Signal* has a higher circulation rating than is accorded to any other daily in Zanesville.

The *Courier* has a higher circulation rating than is accorded to any other weekly in Zanesville.

The *Catholic Home Companion* has a higher circulation rating than is accorded to any other publication issued in Zanesville.

INDIANA.

The *New Era* has a higher circulation rating than is accorded to any other paper in Albion.

The *Herald* has a higher circulation rating than is accorded to any other weekly in Anderson.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Anderson.

The *Steuben Republican* has a higher circulation rating than is accorded to any other paper in Angola.

The *Weekly Courier* has a higher circulation rating than is accorded to any other paper in Auburn.

The *Democratic Herald* has a higher circulation rating than is accorded to any other paper in Batesville.

The *Christlicher Bundesbote* has a higher circulation rating than is accorded to any other paper in Berne.

The *Chronicle* has a higher circulation rating than is accorded to any other paper in Bluffton.

The *Orthonomic Era* has a higher circulation rating than is accorded to any other paper in Brazil.

The *Hoosier Democrat and Clark Co. Record* has a higher circulation rating than is accorded to any other paper in Charlestown.

The *Mail* has a higher circulation rating than is accorded to any other paper in Columbia City.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Columbus.

The *Courier* has a higher circulation rating than is accorded to any other paper in Connorsville.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Corydon.

The *Friend* has a higher circulation rating than is accorded to any other paper in Covington.

The *Journal* has a higher circulation rating than is accorded to any other daily in Crawfordsville.

The *Journal* has a higher circulation rating than is accorded to any other weekly in Crawfordsville.

The *Chariot* has a higher circulation rating than is accorded to any other publication issued in Crawfordsville.

The *Register* has a higher circulation rating than is accorded to any other paper in Crown Point.

The *Hendricks Co. Republican* has a higher circulation rating than is accorded to any other paper in Danville.

The *Crawford Co. Democrat* has a higher circulation rating than is accorded to any other paper in English.

The *Sunday Journal-News* has a higher circulation rating than is accorded to any other weekly in Evansville.

The *Daily Journal-News* has a higher circulation rating than is accorded to any other paper in Evansville.

The *Hoosier Democrat* has a higher circulation rating than is accorded to any other paper in Flora.

The *Benton Review* has a higher circulation rating than is accorded to any other paper in Fowler.

The *American Standard* has a higher circulation rating than is accorded to any other paper in Frankfort.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Franklin.

The *Cooking Club* has a higher circulation rating than is accorded to any other publication issued in Goshen.

The *Weekly Banner* has a higher circulation rating than is accorded to any other paper in Greencastle.

The *Primitive Monitor* has a higher circulation rating than is accorded to any other publication issued in Greenfield.

The *Farmers' Guide* has a higher circulation rating than is accorded to any other paper in Huntington.

The *News* has a higher circulation rating than is accorded to any other daily in Indianapolis or in the State of Indiana.

The *Indiana State Sentinel* has a higher circulation rating than is accorded to any other paper in Indianapolis or in the State of Indiana.

The *Weekly Dispatch* has a higher circulation rating than is accorded to any other paper in Kokomo.

The *Courier* has a higher circulation rating than is accorded to any other daily in Lafayette.

The *Home Journal* has a higher circulation rating than is accorded to any other paper in Lafayette.

The *Herald* has a higher circulation rating than is accorded to any other daily in Laporte.

The *Weekly Herald* has a higher circulation rating than is accorded to any other paper in Laporte.

The *Register* has a higher circulation rating than is accorded to any other paper in Lawrenceburg.

The *Leader* has a higher circulation rating than is accorded to any other paper in Ligonier.

The *Journal* has a higher circulation rating than is accorded to any other daily in Logansport.

The *Chronicle* has a higher circulation rating than is accorded to any other weekly in Logansport.

The *Choir Music Journal* has a higher circulation rating than is accorded to any other publication issued in Logansport.

The *News-Tribune* has a higher circulation rating than is accorded to any other paper in Marion.

The *Power and Transmission* has a higher circulation rating than is accorded to any other publication issued in Mishawaka.

The *Herald* has a higher circulation rating than is accorded to any other paper in Monticello.

The *Sunday Morning Star and News* has a higher circulation rating than is accorded to any other weekly in Muncie.

The *Daily Morning Star and News* has a higher circulation rating than is accorded to any other paper in Muncie.

The *Medical Herald* has a higher circulation rating than is accorded to any other publication issued in New Albany.

The *Southern Indiana Tribune* has a higher circulation rating than is accorded to any other paper in Newburg.

The *Weekly Tribune* has a higher circulation rating than is accorded to any other paper in Newcastle.

The *Hamilton Co. Ledger* has a higher circulation rating than is accorded to any other paper in Noblesville.

The *Ave Maria* has a higher circulation rating than is accorded to any other paper in Notre Dame.

The *Progress-Examiner* has a higher circulation rating than is accorded to any other paper in Orleans.

The *Messenger* has a higher circulation rating than is accorded to any other paper in Owensville.

The *Miami Co. Sentinel and Record* has a higher circulation rating than is accorded to any other paper in Peru.

The *Sun* has a higher circulation rating than is accorded to any other paper in Portland.

The *Clarion-News* has a higher circulation rating than is accorded to any other weekly in Princeton.

The *Daily Clarion-News* has a higher circulation rating than is accorded to any other paper in Princeton.

The *Jasper Co. Democrat* has a higher circulation rating than is accorded to any other weekly in Rensselaer.

The *Sun-Telegram* has a higher circulation rating than is accorded to any other weekly in Richmond.

The *Evening Item* has a higher circulation rating than is accorded to any other paper in Richmond.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Rockport.

The *Republican* has a higher circulation rating than is accorded to any other paper in Rockville.

The *American* has a higher circulation rating than is accorded to any other paper in Rushville.

The *Weekly Republican* has a higher circulation rating than is accorded to any other paper in Seymour.

The *Democrat* has a higher circulation rating than is accorded to any other daily in Shelbyville.

The *Shelby Democrat* has a higher circulation rating than is accorded to any other weekly in Shelbyville.

The *News* has a higher circulation rating than is accorded to any other paper in Shoals.

The *Daily Tribune* has a higher circulation rating than is accorded to any other paper in South Bend.

The *Whitley Co. News* has a higher circulation rating than is accorded to any other paper in South Whitley.

The *Democrat* has a higher circulation rating than is accorded to any other weekly in Spencer.

The *Agricultural Epitomist* has a higher circulation rating than is accorded to any other publication issued in Spencer.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Sullivan.

The *Sunday Tribune* has a higher circulation rating than is accorded to any other weekly in Terre Haute.

The *Daily Tribune* has a higher circulation rating than is accorded to any other paper in Terre Haute.

The *Dispatch* has a higher circulation rating than is accorded to any other paper in Tipton.

The *Weekly Times* has a higher circulation rating than is accorded to any other paper in Union City.

The *News* has a higher circulation rating than is accorded to any other paper in Veedersburg.

The *Commercial* has a higher circulation rating than is accorded to any other weekly in Vincennes.

The *Ladies' Home Ideal* has a higher circulation rating than is accorded to any other publication issued in Vincennes.

The *Plain Dealer* has a higher circulation rating than is accorded to any other daily in Wabash.

The *Weekly Plain Dealer* has a higher circulation rating than is accorded to any other paper in Wabash.

The *Northern Indianian* has a higher circulation rating than is accorded to any other paper in Warsaw.

The *Press* has a higher circulation rating than is accorded to any other paper in Waterloo.

The *Republican* has a higher circulation rating than is accorded to any other paper in Winamac.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Winchester.

ILLINOIS.

The *Journal* has a higher circulation rating than is accorded to any other paper in Albion.

The *Times-Record* has a higher circulation rating than is accorded to any other paper in Aledo.

The weekly *Sentinel-Democrat* has a higher circulation rating than is accorded to any other paper in Alton.

The *Talk* has a higher circulation rating than is accorded to any other paper in Anna.

The *Record* has a higher circulation rating than is accorded to any other paper in Arcola.

The *Daily News* has a higher circulation rating than is accorded to any other daily in Aurora.

The *Yeoman* has a higher circulation rating than is accorded to any other publication issued in Aurora.

The *Adage* has a higher circulation rating than is accorded to any other paper in Barry.

The weekly *Post und Zeitung* has a higher circulation rating than is accorded to any other paper in Belleville.

The *Pantagraph* has a higher circulation rating than is accorded to any other weekly in Bloomington.

The daily *Pantagraph* has a higher circulation rating than is accorded to any other paper in Bloomington.

The *Farmers' Institute* has a higher circulation rating than is accorded to any other publication issued in Carbondale.

The *Macoupin Co. Argus* has a higher circulation rating than is accorded to any other paper in Carlinville.

The *White Co. Democrat* has a higher circulation rating than is accorded to any other paper in Carmi.

The *News* has a higher circulation rating than is accorded to any other daily in Champaign.

The *Champaign Co. News* has a higher circulation rating than is accorded to any other paper in Champaign.

The *Sunday Record-Herald* has a higher circulation rating than is accorded to any other weekly or Sunday paper in Chicago.

The *News* has a higher circulation rating than is accorded to any other paper in Chicago, or in the State of Illinois.

The *Enquirer* has a higher circulation rating than is accorded to any other paper in Chillicothe.

The *Register* has a higher circulation rating than is accorded to any other paper in Clinton.

The *News* has a higher circulation rating than is accorded to any other weekly in Danville.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Danville.

The *Sunday Review* has a higher circulation rating than is accorded to any other weekly in Decatur.

The *Daily Review* has a higher circulation rating than is accorded to any other paper in Decatur.

The *Times-Press* has a higher circulation rating than is accorded to any other paper in Delavan.

The *Banner* has a higher circulation rating than is accorded to any other publication issued in Dwight.

The *Star and Herald* has a higher circulation rating than is accorded to any other weekly in Dwight.

The *Poultry Culture* has a higher circulation rating than is accorded to any other publication issued in East St. Louis.

The *Intelligencer* has a higher circulation rating than is accorded to any other paper in Edwardsville.

The *Weekly Democrat* has a higher circulation rating than is accorded to any other paper in Effingham.

The *News* has a higher circulation rating than is accorded to any other daily in Elgin.

The *Young People's Weekly* has a higher circulation rating than is accorded to any other paper in Elgin, or any other weekly in the State of Illinois.

The *Democrat-Journal* has a higher circulation rating than is accorded to any other paper in Eureka.

Correct English has a higher circulation rating than is accorded to any other publication issued in Evanston.

The *Blade* has a higher circulation rating than is accorded to any other paper in Fairbury.

The *Wayne Co. Record* has a higher circulation rating than is accorded to any other paper in Fairfield.

The *Journal* has a higher circulation rating than is accorded to any other paper in Farmer City.

The *Bulletin* has a higher circulation rating than is accorded to any other daily in Freeport.

The *Bulletin* has a higher circulation rating than is accorded to any other weekly in Freeport.

The *Poultry Tribune* has a higher circulation rating than is accorded to any other publication issued in Freeport.

The *Weekly Gazette* has a higher circulation rating than is accorded to any other paper in Galena.

The *Mail* has a higher circulation rating than is accorded to any other weekly in Galesburg.

The *Evening Mail* has a higher circulation rating than is accorded to any other paper in Galesburg.

The *Republic* has a higher circulation rating than is accorded to any other paper in Geneseo.

The *State Leader* has a higher circulation rating than is accorded to any other publication issued in Geneva.

The *Gibson Courier* has a higher circulation rating than is accorded to any other paper in Gibson City.

The *Calhoun Times-Herald* has a higher circulation rating than is accorded to any other paper in Hardin.

The *Chronicle* has a higher circulation rating than is accorded to any other paper in Harrisburg.

The *Independent* has a higher circulation rating than is accorded to any other paper in Harvard.

The *Mason Co. Democrat* has a higher circulation rating than is accorded to any other paper in Havana.

The *Republican* has a higher circulation rating than is accorded to any other paper in Henry.

The *Leader* has a higher circulation rating than is accorded to any other paper in Highland.

The *Montgomery News* has a higher circulation rating than is accorded to any other paper in Hillsboro.

The *Farm* has a higher circulation rating than is accorded to any other paper in Jacksonville.

The *News* has a higher circulation rating than is accorded to any other weekly in Joliet.

The *Daily Republican* has a higher circulation rating than is accorded to any other paper in Joliet.

The semi-weekly *Democrat* has a higher circulation rating than is accorded to any other paper in Kankakee.

The daily *Star-Courier* has a higher circulation rating than is accorded to any other paper in Kewanee.

Our Horticultural Visitor has a higher circulation rating than is accorded to any other publication issued in Kinmundy.

The *Tygodnik Katolicki* has a higher circulation rating than is accorded to any other weekly in La Salle.

The *Daily Tribune* has a higher circulation rating than is accorded to any other paper in La Salle.

The *Lawrence Co. News* has a higher circulation rating than is accorded to any other paper in Lawrenceville.

The *Fulton Democrat* has a higher circulation rating than is accorded to any other paper in Lewistown.

The *Unit* has a higher circulation rating than is accorded to any other paper in Lexington.

The *Volksblatt-Rundschau* has a higher circulation rating than is accorded to any other weekly in Lincoln.

The semi-weekly *Courier* has a higher circulation rating than is accorded to any other paper in Lincoln.

The *Searchlight* has a higher circulation rating than is accorded to any other publication issued in Litchfield.

The *Phoenix Advertiser* has a higher circulation rating than is accorded to any other paper in Lockport.

The *Eagle* has a higher circulation rating than is accorded to any other paper in Macomb.

The *Leader* has a higher circulation rating than is accorded to any other paper in Marion.

The *Times* has a higher circulation rating than is accorded to any other paper in Mason City.

The *Journal* has a higher circulation rating than is accorded to any other daily in Mattoon.

The *Weekly Journal* has a higher circulation rating than is accorded to any other paper in Mattoon.

Our *Hope and Life in Christ* has a higher circulation rating than is accorded to any other paper in Mendota.

Our *True Friend* has a higher circulation rating than is accorded to any other publication issued in Milan.

The *Dispatch* has a higher circulation rating than is accorded to any other paper in Moline.

The *Review* has a higher circulation rating than is accorded to any other daily in Monmouth.

The *Republican-Atlas* has a higher circulation rating than is accorded to any other paper in Monmouth.

The *Piatt Co. Republican* has a higher circulation rating than is accorded to any other paper in Monticello.

The *Weekly Herald* has a higher circulation rating than is accorded to any other paper in Morris.

The *Weekly Register* has a higher circulation rating than is accorded to any other paper in Mount Carmel.

The semi-weekly *Carroll Co. Democrat* has a higher circulation rating than is accorded to any other paper in Mount Carroll.

The *Teutonia* has a higher circulation rating than is accorded to any other paper in Mount Olive.

The *News* has a higher circulation rating than is accorded to any other paper in Mount Pulaski.

The *Democrat-Message* has a higher circulation rating than is accorded to any other paper in Mount Sterling.

The *Weekly Independent* has a higher circulation rating than is accorded to any other paper in Murphysboro.

The *Independent* has a higher circulation rating than is accorded to any other paper in Newman.

The *Ledger* has a higher circulation rating than is accorded to any other paper in Oakland.

The *Star-Monthly* has a higher circulation rating than is accorded to any other publication issued in Oakpark.

The *Advocate* has a higher circulation rating than is accorded to any other paper in Olney.

The *Ogle Co. Republican* has a higher circulation rating than is accorded to any other paper in Oregon.

The "*Fair Dealer*" has a higher circulation rating than is accorded to any other paper in Ottawa.

The *Post Tribune* has a higher circulation rating than is accorded to any other daily in Pekin.

The *Freie Presse* has a higher circulation rating than is accorded to any other weekly in Pekin.

The *Anchor and Shield* has a higher circulation rating than is accorded to any other publication issued in Pekin.

The *Sunday Morning Star* has a higher circulation rating than is accorded to any other weekly in Peoria.

The *Evening Star* has a higher circulation rating than is accorded to any other paper in Peoria.

The *Pike Co. Democrat* has a higher circulation rating than is accorded to any other paper in Pittsfield.

The *Tri-County Press* has a higher circulation rating than is accorded to any other paper in Polo.

The *Weekly Leader* has a higher circulation rating than is accorded to any other paper in Pontiac.

The *Bureau Co. Tribune* has a higher circulation rating than is accorded to any other paper in Princeton.

The *Journal* has a higher circulation rating than is accorded to any other daily in Quincy.

The *Record* has a higher circulation rating than is accorded to any other weekly in Quincy.

The *Poultry Keeper* has a higher circulation rating than is accorded to any other publication issued in Quincy.

The *Press* has a higher circulation rating than is accorded to any other paper in Rantoul.

The *Independent* has a higher circulation rating than is accorded to any other paper in Rochelle.

The *Register-Gazette* has a higher circulation rating than is accorded to any other daily in Rockford.

The semi-weekly *Register-Gazette* has a higher circulation rating than is accorded to any other paper in Rockford.

The *Argus* has a higher circulation rating than is accorded to any other daily in Rock Island.

The *Augustana* has a higher circulation rating than is accorded to any other paper in Rock Island.

The *Marion Co. Democrat* has a higher circulation rating than is accorded to any other paper in Salem.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Shelbyville.

The *Plainsdealer* has a higher circulation rating than is accorded to any other paper in Sparta.

The *Illinois State Register* has a higher circulation rating than is accorded to any other daily in Springfield.

The *Illinois Tradesman* has a higher circulation rating than is accorded to any other weekly in Springfield.

The *Farm Home* has a higher circulation rating than is accorded to any other publication issued in Springfield.

The *Free Press* has a higher circulation rating than is accorded to any other weekly in Streator.

The *Independent-Times* has a higher circulation rating than is accorded to any other paper in Streator.

The *Saturday Herald* has a higher circulation rating than is accorded to any other paper in Sullivan.

The *True Republican* has a higher circulation rating than is accorded to any other paper in Sycamore.

The *School News and Practical Educator* has a higher circulation rating than is accorded to any other publication issued in Taylorville.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Toledo.

The *Stark Co. News* has a higher circulation rating than is accorded to any other paper in Toulon.

The *Journal-Republican* has a higher circulation rating than is accorded to any other paper in Tuscola.

The *Weekly Courier* has a higher circulation rating than is accorded to any other paper in Urbana.

The *Latest News* has a higher circulation rating than is accorded to any other paper in Warren.

The *Republican* has a higher circulation rating than is accorded to any other paper in Waterloo.

The *Republican* has a higher circulation rating than is accorded to any other paper in Watseka.

The *Flour and Feed* has a higher circulation rating than is accorded to any other publication issued in Waukegan.

The *Times* has a higher circulation rating than is accorded to any other paper in Winchester.

The *Sentinel* has a higher circulation rating than is accorded to any other paper in Woodstock.

MICHIGAN.

The *Daily Times and Expositor* has a higher circulation rating than is accorded to any other paper in Adrian.

The *Recorder* has a higher circulation rating than is accorded to any other paper in Albion.

The *Farmers' Friend* has a higher circulation rating than is accorded to any other publication issued in Allegan.

The *Record* has a higher circulation rating than is accorded to any other weekly in Alma.

The *Doctor's Magazine* has a higher circulation rating than is accorded to any other publication issued in Alma.

The *Echo* has a higher circulation rating than is accorded to any other daily in Alpena.

The *Farmer* has a higher circulation rating than is accorded to any other paper in Alpena.

The *American Tyler* has a higher circulation rating than is accorded to any other publication issued in Ann Arbor.

The *Van Buren Co. Visitor* has a higher circulation rating than is accorded to any other paper in Bangor.

The *Pilgrim* has a higher circulation rating than is accorded to any other publication issued in Battlecreek.

The *Times-Press* has a higher circulation rating than is accorded to any other daily in Bay City.

The *Michigan Sugar Beet* has a higher circulation rating than is accorded to any other paper in Bay City.

The *Sunday Free Press* has a higher circulation rating than is accorded to any other weekly in Detroit or in the State of Michigan.

The *Evening News* has a higher circulation rating than is accorded to any other paper in Detroit or daily in the State of Michigan.

The *Herald* has a higher circulation rating than is accorded to any other paper in Dowagiac.

The *Journal* has a higher circulation rating than is accorded to any other paper in Eaton Rapids.

The *Bee Keepers' Review* has a higher circulation rating than is accorded to any other publication issued in Flint.

The *Independent* has a higher circulation rating than is accorded to any other paper in Grandledge.

The *Sunday Herald* has a higher circulation rating than is accorded to any other weekly in Grand Rapids.

The *Evening Press* has a higher circulation rating than is accorded to any other paper in Grand Rapids.

The *Journal* has a higher circulation rating than is accorded to any other paper in Hart.

The *Banner* has a higher circulation rating than is accorded to any other paper in Hastings.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Hillsdale.

De Hope has a higher circulation rating than is accorded to any other paper in Holland.

The *Index* has a higher circulation rating than is accorded to any other paper in Homer.

The *Daily Mining Gazette* has a higher circulation rating than is accorded to any other paper in Houghton.

The *Livingston Co. Republican* has a higher circulation rating than is accorded to any other paper in Howell.

The *Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Ionia.

The *Michigan Poultryman* has a higher circulation rating than is accorded to any other publication issued in Ithaca.

The *Daily Citizen* has a higher circulation rating than is accorded to any other daily in Jackson.

The *Industrial News* has a higher circulation rating than is accorded to any other paper in Jackson.

The *Telegraph* has a higher circulation rating than is accorded to any other daily in Kalamazoo.

The *Semi-Weekly Telegraph* has a higher circulation rating than is accorded to any other paper in Kalamazoo.

The *Moderator-Topics* has a higher circulation rating than is accorded to any other weekly in Lansing.

The *A. O. U. W. Wolverine Workman* has a higher circulation rating than is accorded to any other publication issued in Lansing.

The *Lapeer Co. Press* has a higher circulation rating than is accorded to any other paper in Lapeer.

The *Record-Appeal* has a higher circulation rating than is accorded to any other paper in Ludington.

The *Daily Mining Journal* has a higher circulation rating than is accorded to any other paper in Marquette.

The *Republican* has a higher circulation rating than is accorded to any other paper in Midland.

The *Commercial* has a higher circulation rating than is accorded to any other weekly in Monroe.

The *North American Horticulturist* has a higher circulation rating than is accorded to any other publication issued in Monroe.

The *Isabella Co. Courier and Democrat* has a higher circulation rating than is accorded to any other weekly in Mount Pleasant.

The *Herald of Salvation* has a higher circulation rating than is accorded to any other publication issued in Mount Pleasant.

The *Chronicle* has a higher circulation rating than is accorded to any other weekly in Muskegon.

The *Morning News* has a higher circulation rating than is accorded to any other paper in Muskegon.

The *True Northerner* has a higher circulation rating than is accorded to any other paper in Paw Paw.

The *Lyre* has a higher circulation rating than is accorded to any other publication issued in Petoskey.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Pontiac.

The *Times* has a higher circulation rating than is accorded to any other daily in Port Huron.

The *Times* has a higher circulation rating than is accorded to any other weekly in Port Huron.

The *Bee Hive* has a higher circulation rating than is accorded to any other publication issued in Port Huron or in the State of Michigan.

The *Review* has a higher circulation rating than is accorded to any other paper in Portland.

The *Hustler* has a higher circulation rating than is accorded to any other paper in Reading.

The *Clarion* has a higher circulation rating than is accorded to any other paper in Reed City.

The *Evening News* has a higher circulation rating than is accorded to any other paper in Saginaw.

The *News* has a higher circulation rating than is accorded to any other paper in Saint Johns.

The *Threshermen's Review* has a higher circulation rating than is accorded to any other publication issued in Saint Joseph.

The *Advertiser* has a higher circulation rating than is accorded to any other paper in Saranac.

The *News-Record* has a higher circulation rating than is accorded to any other daily in Sault Sainte Marie.

The *News-Record* has a higher circulation rating than is accorded to any other weekly in Sault Sainte Marie.

The *Clipper* has a higher circulation rating than is accorded to any other paper in Stanton.

The *Michigan Democrat and Sturgis Times* has a higher circulation rating than is accorded to any other paper in Sturgis.

The *Herald* has a higher circulation rating than is accorded to any other paper in Tecumseh.

The *Record* has a higher circulation rating than is accorded to any other daily in Traverse City.

The *Grand Traverse Herald* has a higher circulation rating than is accorded to any other paper in Traverse City.

The *Odd-Fellow* has a higher circulation rating than is accorded to any other publication issued in Williamston.

WISCONSIN.

The *Evening Crescent* has a higher circulation rating than is accorded to any other daily in Appleton.

The *Volksfreund* has a higher circulation rating than is accorded to any other paper in Appleton.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Ashland.

The *Weekly News* has a higher circulation rating than is accorded to any other paper in Baraboo.

The *Dodge Co. Farmer* has a higher circulation rating than is accorded to any other publication issued in Beaverdam.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Beloit.

The *Independent* has a higher circulation rating than is accorded to any other paper in Brodhead.

The *Times* has a higher circulation rating than is accorded to any other paper in Chilton.

The *Advocate* has a higher circulation rating than is accorded to any other paper in Cumberland.

The *Republican* has a higher circulation rating than is accorded to any other paper in Delavan.

The *Chronicle* has a higher circulation rating than is accorded to any other paper in Dodgeville.

The *Entering Wedge* has a higher circulation rating than is accorded to any other paper in Durand.

The *Leader* has a higher circulation rating than is accorded to any other daily in Eau Claire.

The *Reform* has a higher circulation rating than is accorded to any other paper in Eau Claire.

The *Wisconsin Tobacco Reporter* has a higher circulation rating than is accorded to any other paper in Edgerton.

The *Independent* has a higher circulation rating than is accorded to any other paper in Elkhorn.

Hoard's Dairyman has a higher circulation rating than is accorded to any other paper in Fort Atkinson.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Grand Rapids.

The *Journal of Burnett Co.* has a higher circulation rating than is accorded to any other paper in Grantsburg.

The *Gazette* has a higher circulation rating than is accorded to any other daily in Greenbay.

The *Gazette* has a higher circulation rating than is accorded to any other daily in Janesville.

The *Jefferson Co. Journal* has a higher circulation rating than is accorded to any other paper in Jefferson.

The *Evening News* has a higher circulation rating than is accorded to any other paper in Kenosha.

The *Enterprise* has a higher circulation rating than is accorded to any other paper in Kewaunee.

The *Volkspost* has a higher circulation rating than is accorded to any other paper in La Crosse.

The *Herald* has a higher circulation rating than is accorded to any other paper in Lake Geneva.

The *Wisconsin State Journal* has a higher circulation rating than is accorded to any other daily in Madison.

The *Wisconsin Farmer* has a higher circulation rating than is accorded to any other weekly in Madison.

The *American Thresherman* has a higher circulation rating than is accorded to any other publication issued in Madison or in the State of Wisconsin.

The *Times* has a higher circulation rating than is accorded to any other paper in Marshfield.

The *Dodge Co. Pioneer* has a higher circulation rating than is accorded to any other paper in Mayville.

The *Advocate* has a higher circulation rating than is accorded to any other paper in Merrill.

The *Sentinel* has a higher circulation rating than is accorded to any other daily in Milwaukee or in the State of Wisconsin.

The *Acker und Gartenbau Zeitung* has a higher circulation rating than is accorded to any other paper in Milwaukee or weekly in the State of Wisconsin.

The *Iowa Co. Democrat* has a higher circulation rating than is accorded to any other paper in Mineral Point.

The *Herald* has a higher circulation rating than is accorded to any other paper in Mondovi.

The *Weekly Journal-Gazette* has a higher circulation rating than is accorded to any other paper in Monroe.

Der Deutsch-Amerikaner has a higher circulation rating than is accorded to any other paper in Neillsville.

The *Press* has a higher circulation rating than is accorded to any other paper in New London.

The *Enterprise* has a higher circulation rating than is accorded to any other paper in Oconomowoc.

The *Oconto Co. Enterprise* has a higher circulation rating than is accorded to any other paper in Oconto.

The *Daily Northwestern* has a higher circulation rating than is accorded to any other paper in Oshkosh.

The *Grant Co. Witness* has a higher circulation rating than is accorded to any other paper in Platteville.

The *Weekly Wisconsin State Register* has a higher circulation rating than is accorded to any other paper in Portage.

The *Zeitung* has a higher circulation rating than is accorded to any other paper in Port Washington.

The *Journal* has a higher circulation rating than is accorded to any other daily in Racine.

The *Wisconsin Agriculturist* has a higher circulation rating than is accorded to any other paper in Racine.

The *Free Press* has a higher circulation rating than is accorded to any other paper in Reedsburg.

The *Richland Rustic* has a higher circulation rating than is accorded to any other paper in Richland Center.

The *Commonwealth* has a higher circulation rating than is accorded to any other paper in Ripon.

The *Volksbote und Wochenblatt* has a higher circulation rating than is accorded to any other paper in Shawano.

The *Advocate* has a higher circulation rating than is accorded to any other paper in Sturgeon Bay.

The *Vernon Co. Censor* has a higher circulation rating than is accorded to any other paper in Virgoqua.

The *Weltbuerger* has a higher circulation rating than is accorded to any other paper in Watertown.

The *Post* has a higher circulation rating than is accorded to any other weekly in Waupaca.

The *Camp Cleghorn Assembly Herald* has a higher circulation rating than is accorded to any other publication issued in Waupaca.

The *Pilot* has a higher circulation rating than is accorded to any other paper in Wausau.

The *News* has a higher circulation rating than is accorded to any other paper in West Bend.

The *Evening Telegram* has a higher circulation rating than is accorded to any other paper in West Superior.

The *Register* has a higher circulation rating than is accorded to any other paper in Whitewater.

The *Christian Youth* has a higher circulation rating than is accorded to any other publication issued in Wittenberg.

MINNESOTA.

The *Freeborn Co. Times* has a higher circulation rating than is accorded to any other paper in Albert Lea.

The *Post-News* has a higher circulation rating than is accorded to any other paper in Alexandria.

The *Mower Co. Transcript* has a higher circulation rating than is accorded to any other paper in Austin.

The *Fairbault Co. Register* has a higher circulation rating than is accorded to any other paper in Blue Earth City.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Brainerd.

The *Valley Herald* has a higher circulation rating than is accorded to any other paper in Chaska.

The *Pine Knot* has a higher circulation rating than is accorded to any other paper in Cloquet.

The *Times* has a higher circulation rating than is accorded to any other daily in Crookston.

The *Red River Valley Farm Journal* has a higher circulation rating than is accorded to any other weekly in Crookston.

The *Sunday News-Tribune* has a higher circulation rating than is accorded to any other weekly in Duluth.

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Duluth.

The *Valley View* has a higher circulation rating than is accorded to any other paper in East Grand Forks.

The *Grant Co. Herald* has a higher circulation rating than is accorded to any other paper in Elbow Lake.

The *Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Fairmont.

The *Journal* has a higher circulation rating than is accorded to any other paper in Faribault.

The *Herald* has a higher circulation rating than is accorded to any other paper in Glenwood.

The *Leader* has a higher circulation rating than is accorded to any other paper in Hutchinson.

The *Independent* has a higher circulation rating than is accorded to any other paper in Jordan.

The *Graphic-Sentinel* has a higher circulation rating than is accorded to any other paper in Lake City.

The *Standard* has a higher circulation rating than is accorded to any other paper in Lakefield.

The *Medborgaren* has a higher circulation rating than is accorded to any other paper in Lindstrom.

The *Weekly Transcript* has a higher circulation rating than is accorded to any other paper in Littlefalls.

The *Rock Co. Herald* has a higher circulation rating than is accorded to any other paper in Luverne.

The *Daily Free Press* has a higher circulation rating than is accorded to any other paper in Mankato.

The *News Messenger* has a higher circulation rating than is accorded to any other paper in Marshall.

The *Tribune* has a higher circulation rating than is accorded to any other daily in Minneapolis or in the State of Minnesota.

The *Farmers' Tribune* has a higher circulation rating than is accorded to any other weekly in Minneapolis or in the State of Minnesota.

The *Housekeeper* has a higher circulation rating than is accorded to any other publication issued in Minneapolis or in the State of Minnesota.

The *Post* has a higher circulation rating than is accorded to any other paper in New Ulm.

The *Uusi Kotimaa* has a higher circulation rating than is accorded to any other paper in New York Mills.

The *People's Press* has a higher circulation rating than is accorded to any other paper in Owatonna.

The *Times* has a higher circulation rating than is accorded to any other paper in Preston.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Red Lake Falls.

The *Republican* has a higher circulation rating than is accorded to any other weekly in Red Wing.

The *Redwood Gazette* has a higher circulation rating than is accorded to any other paper in Redwood Falls.

The *Weekly Post and Record* has a higher circulation rating than is accorded to any other paper in Rochester.

The *Nordstern* has a higher circulation rating than is accorded to any other paper in Saint Cloud.

The *Dispatch* has a higher circulation rating than is accorded to any other daily in Saint Paul.

The *Dispatch* has a higher circulation rating than is accorded to any other paper in Saint Paul.

The *Herald* has a higher circulation rating than is accorded to any other paper in Saint Peter.

The *Gazette* has a higher circulation rating than is accorded to any other weekly in Stillwater.

The *Standard* has a higher circulation rating than is accorded to any other paper in Wabasha.

The *Journal-Radical* has a higher circulation rating than is accorded to any other paper in Waseca.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Willmar.

The *Republican and Herald* has a higher circulation rating than is accorded to any other daily in Winona.

The *Volksblatt des Westens* has a higher circulation rating than is accorded to any other paper in Winona.

IOWA.

The *Dallas Co. News* has a higher circulation rating than is accorded to any other paper in Adel.

The *Republican* has a higher circulation rating than is accorded to any other paper in Albia.

The *Eureka* has a higher circulation rating than is accorded to any other paper in Anamosa.

The *Republican* has a higher circulation rating than is accorded to any other paper in Audubon.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Avoca.

The *Free Press* has a higher circulation rating than is accorded to any other paper in Bedford.

The *Union* has a higher circulation rating than is accorded to any other paper in Belle Plaine.

The *Herald* has a higher circulation rating than is accorded to any other paper in Bellevue.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Boone.

The *Ostfriesische Nachrichten* has a higher circulation rating than is accorded to any other publication issued in Breda.

The *Weekly Hawkeye* has a higher circulation rating than is accorded to any other weekly in Burlington.

The *Daily Hawkeye* has a higher circulation rating than is accorded to any other paper in Burlington.

The *Tri-Co. Press* has a higher circulation rating than is accorded to any other paper in Bussey.

The *Katholischer Waechter* has a higher circulation rating than is accorded to any other paper in Cascade.

The *Weekly Record* has a higher circulation rating than is accorded to any other paper in Cedarfalls.

The *Republican* has a higher circulation rating than is accorded to any other daily in Cedar Rapids.

The *Kvinden og Hjemmet* has a higher circulation rating than is accorded to any other publication issued in Cedar Rapids.

The *Journal* has a higher circulation rating than is accorded to any other weekly in Centerville.

The *Iowegian* has a higher circulation rating than is accorded to any other paper in Centerville.

The *Herald* has a higher circulation rating than is accorded to any other paper in Chariton.

The *Press* has a higher circulation rating than is accorded to any other weekly in Charles City.

The *Iowa Teacher* has a higher circulation rating than is accorded to any other publication issued in Charles City.

The *Journal* has a higher circulation rating than is accorded to any other weekly in Clarinda.

The *Herald* has a higher circulation rating than is accorded to any other paper in Clarinda.

The *Wright Co. Monitor* has a higher circulation rating than is accorded to any other paper in Clarion.

The *Weekly Herald* has a higher circulation rating than is accorded to any other weekly in Clinton.

The *Daily Advertiser* has a higher circulation rating than is accorded to any other paper in Clinton.

The *Times-Republican* has a higher circulation rating than is accorded to any other paper in Corydon.

The *Christian Home* has a higher circulation rating than is accorded to any other weekly in Council Bluffs.

The *Daily Nonpareil* has a higher circulation rating than is accorded to any other paper in Council Bluffs.

The *Independent American* has a higher circulation rating than is accorded to any other weekly in Creston.

The *Daily Advertiser* has a higher circulation rating than is accorded to any other paper in Creston.

The *Iowa Catholic Messenger* has a higher circulation rating than is accorded to any other weekly in Davenport.

The *Daily Times* has a higher circulation rating than is accorded to any other paper in Davenport.

The *Decorah-Posten and Ved Arnen* has a higher circulation rating than is accorded to any other paper in Decorah.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Denison.

The *News* has a higher circulation rating than is accorded to any other daily in Des Moines or in the State of Iowa.

The *Homestead* has a higher circulation rating than is accorded to any other weekly in Des Moines or in the State of Iowa.

The *Poultry Farmer* has a higher circulation rating than is accorded to any other publication issued in Des Moines or in the State of Iowa.

The *Catholic Tribune* has a higher circulation rating than is accorded to any other weekly in Dubuque.

The *Daily Times* has a higher circulation rating than is accorded to any other paper in Dubuque.

The *Commercial* has a higher circulation rating than is accorded to any other paper in Dyersville.

The *Register* has a higher circulation rating than is accorded to any other paper in Elkader.

The *Ledger* has a higher circulation rating than is accorded to any other paper in Fairfield.

The *Evening Messenger* has a higher circulation rating than is accorded to any other daily in Fort Dodge.

The *Semi-Weekly Messenger* has a higher circulation rating than is accorded to any other paper in Fort Dodge.

The *Gem City* has a higher circulation rating than is accorded to any other weekly in Fort Madison.

The *Mixer's Guide* has a higher circulation rating than is accorded to any other publication issued in Fort Madison.

The *Mills Co. Tribune* has a higher circulation rating than is accorded to any other paper in Glenwood.

The *Herald* has a higher circulation rating than is accorded to any other paper in Grinnell.

The *Grundy Co. Democrat* has a higher circulation rating than is accorded to any other paper in Grundy Center.

The *Guthrie* has a higher circulation rating than is accorded to any other paper in Guthrie Center.

The *Franklin Co. Recorder* has a higher circulation rating than is accorded to any other paper in Hampton.

The *Vaegteren* has a higher circulation rating than is accorded to any other paper in Harlan.

The *Journal* has a higher circulation rating than is accorded to any other paper in Hedrick.

The *Humboldt Co. Republican* has a higher circulation rating than is accorded to any other paper in Humboldt.

The *Baptist Record* has a higher circulation rating than is accorded to any other paper in Humeston.

The *Herald* has a higher circulation rating than is accorded to any other paper in Indianola.

The *Daily Republican* has a higher circulation rating than is accorded to any other daily in Iowa City.

The *Daily Gate City* has a higher circulation rating than is accorded to any other daily in Keokuk.

The *Weekly Gate City* has a higher circulation rating than is accorded to any other weekly in Keokuk.

The *Republican* has a higher circulation rating than is accorded to any other paper in Knoxville.

The *Graphic* has a higher circulation rating than is accorded to any other paper in Lake City.

The *Saints' Herald* has a higher circulation rating than is accorded to any other paper in Lamoni.

The *Allamakee Journal* has a higher circulation rating than is accorded to any other paper in Lansing.

The *Reporter* has a higher circulation rating than is accorded to any other paper in Leon.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Logan.

The *School Companion* has a higher circulation rating than is accorded to any other publication issued in McIntire.

The *Leader* has a higher circulation rating than is accorded to any other paper in Malvern.

The *Delaware Co. News* has a higher circulation rating than is accorded to any other paper in Manchester.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Manson.

The *Jackson Sentinel* has a higher circulation rating than is accorded to any other weekly in Maquoketa.

The *Red Polled Record* has a higher circulation rating than is accorded to any other publication issued in Maquoketa.

The *Sentinel* has a higher circulation rating than is accorded to any other paper in Marion.

The *Evening Times-Republican* has a higher circulation rating than is accorded to any other daily in Marshalltown.

The *Iowa Times-Republican* has a higher circulation rating than is accorded to any other paper in Marshalltown.

The *Times-Herald* has a higher circulation rating than is accorded to any other weekly in Mason City.

The *Farmers' Institute* has a higher circulation rating than is accorded to any other publication issued in Mason City.

The *Republican* has a higher circulation rating than is accorded to any other paper in Montezuma.

The *Express* has a higher circulation rating than is accorded to any other paper in Monticello.

The *Ringgold Record* has a higher circulation rating than is accorded to any other weekly in Mountair.

The *News* has a higher circulation rating than is accorded to any other paper in Mountair.

The *Republican* has a higher circulation rating than is accorded to any other paper in Mount Pleasant.

The *Methodist Herald* has a higher circulation rating than is accorded to any other publication issued in Mount Vernon.

The *Evening Journal* has a higher circulation rating than is accorded to any other daily in Muscatine.

The *News-Tribune* has a higher circulation rating than is accorded to any other weekly in Muscatine.

The *Loyal Workman* has a higher circulation rating than is accorded to any other publication issued in Muscatine.

The *Gazette* has a higher circulation rating than is accorded to any other paper in New Hampton.

The *Record* has a higher circulation rating than is accorded to any other paper in Newton.

The *Worth Co. Index* has a higher circulation rating than is accorded to any other paper in Northwood.

The *Register* has a higher circulation rating than is accorded to any other paper in Oelwein.

The *Sioux Co. Herald* has a higher circulation rating than is accorded to any other weekly in Orange City.

The *De Heidenwereld* has a higher circulation rating than is accorded to any other publication issued in Orange City.

The *Sentinel* has a higher circulation rating than is accorded to any other weekly in Osceola.

The *P. E. O. Record* has a higher circulation rating than is accorded to any other publication issued in Osceola.

The *Herald* has a higher circulation rating than is accorded to any other daily in Oskaloosa.

The *Semi-Weekly Courier* has a higher circulation rating than is accorded to any other paper in Ottumwa.

The *Leader* has a higher circulation rating than is accorded to any other paper in Oxford.

The *Weekblad* has a higher circulation rating than is accorded to any other paper in Pella.

The *O'Brien Co. Bell* has a higher circulation rating than is accorded to any other paper in Primghar.

The *Express* has a higher circulation rating than is accorded to any other paper in Redoak.

The *Review* has a higher circulation rating than is accorded to any other paper in Rock Rapids.

The *Advocate* has a higher circulation rating than is accorded to any other paper in Rockwell City.

The *Sac Sun* has a higher circulation rating than is accorded to any other paper in Sac City.

The *Weekly Sun* has a higher circulation rating than is accorded to any other paper in Sheldon.

The *Sentinel* has a higher circulation rating than is accorded to any other paper in Shenandoah.

The *Keokuk Co. News* has a higher circulation rating than is accorded to any other paper in Sigourney.

The *Daily Journal* (morning and evening) has a higher circulation rating than is accorded to any other paper in Sioux City.

The *Herald* has a higher circulation rating than is accorded to any other paper in Spencer.

The *Buena Vista Vidette* has a higher circulation rating than is accorded to any other paper in Storm Lake.

The *Herald* has a higher circulation rating than is accorded to any other paper in Tama.

The *Conservative* has a higher circulation rating than is accorded to any other paper in Tipton.

The *Republican* has a higher circulation rating than is accorded to any other paper in Wapello.

The *Evening Journal* has a higher circulation rating than is accorded to any other paper in Washington.

The *Courier* has a higher circulation rating than is accorded to any other daily in Waterloo.

The *Times-Tribune* has a higher circulation rating than is accorded to any other weekly in Waterloo.

The *Egg Reporter* has a higher circulation rating than is accorded to any other publication issued in Waterloo.

The *Bremer Co. Independent* has a higher circulation rating than is accorded to any other paper in Waverly.

The *Journal* has a higher circulation rating than is accorded to any other paper in Webster City.

The *Argo* has a higher circulation rating than is accorded to any other paper in West Union.

MISSOURI

The *Ledger* has a higher circulation rating than is accorded to any other paper in Albany.

The *Republican* has a higher circulation rating than is accorded to any other paper in Bethany.

The *Herald* has a higher circulation rating than is accorded to any other paper in Bolivar.

The *Western Christian Union* has a higher circulation rating than is accorded to any other publication issued in Boonville.

The *Times* has a higher circulation rating than is accorded to any other paper in Bowling Green.

The *Argus* has a higher circulation rating than is accorded to any other paper in Brookfield.

The *Times* has a higher circulation rating than is accorded to any other paper in Butler.

The *Weekly Democrat* has a higher circulation rating than is accorded to any other paper in Carrollton.

The *Evening Press* has a higher circulation rating than is accorded to any other daily in Carthage.

The *Weekly Press* has a higher circulation rating than is accorded to any other paper in Carthage.

The *Pemiscot Press* has a higher circulation rating than is accorded to any other paper in Caruthersville.

The *Republican* has a higher circulation rating than is accorded to any other paper in Cassville.

The *Missouri World* has a higher circulation rating than is accorded to any other paper in Chillicothe.

The *Argus* has a higher circulation rating than is accorded to any other weekly in Clayton.

The *Overseer* has a higher circulation rating than is accorded to any other publication issued in Clayton.

The *Henry Co. Republican* has a higher circulation rating than is accorded to any other paper in Clinton.

The *Missouri Herald* has a higher circulation rating than is accorded to any other paper in Columbia.

The *Sentinel* has a higher circulation rating than is accorded to any other paper in Edina.

The *News* has a higher circulation rating than is accorded to any other paper in Farmington.

The *Weekly Sun* has a higher circulation rating than is accorded to any other paper in Fulton.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Gallatin.

The *Star* has a higher circulation rating than is accorded to any other paper in Grant City.

The *Farmers' Advocate* has a higher circulation rating than is accorded to any other weekly in Hamilton.

The *Fraternal Home* has a higher circulation rating than is accorded to any other publication issued in Hamilton.

The *Herald* has a higher circulation rating than is accorded to any other paper in Houston.

The *Herald* has a higher circulation rating than is accorded to any other paper in Huntsville.

The *Zion's Ensign* has a higher circulation rating than is accorded to any other paper in Independence.

The *Globe* has a higher circulation rating than is accorded to any other paper in Joplin.

The *Evening Star* has a higher circulation rating than is accorded to any other daily in Kansas City.

The *Weekly Star* has a higher circulation rating than is accorded to any other paper in Kansas City or weekly in the State of Missouri.

The *Dunklin Democrat* has a higher circulation rating than is accorded to any other paper in Kennett.

The *Graphic* has a higher circulation rating than is accorded to any other paper in Kirksville.

The *Intelligencer* has a higher circulation rating than is accorded to any other paper in Lexington.

The *Clay Co. Democrat* has a higher circulation rating than is accorded to any other paper in Liberty.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Linneus.

The *Times-Democrat* has a higher circulation rating than is accorded to any other paper in Macon.

The *Saline Co. Index* has a higher circulation rating than is accorded to any other paper in Marshall.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Maryville.

The *Reveille* has a higher circulation rating than is accorded to any other paper in Memphis.

The *American Farm and Orchard* has a higher circulation rating than is accorded to any other publication issued in Mexico.

Briney's Monthly has a higher circulation rating than is accorded to any other publication issued in Moberly.

The *Montgomery Standard* has a higher circulation rating than is accorded to any other paper in Montgomery City.

The *Times* has a higher circulation rating than is accorded to any other paper in Neosho.

The *Ralls Co. Times* has a higher circulation rating than is accorded to any other paper in New London.

The *Christian Co. Republican* has a higher circulation rating than is accorded to any other paper in Ozark.

The *Spectator* has a higher circulation rating than is accorded to any other paper in Palmyra.

The *Platte Co. Argus* has a higher circulation rating than is accorded to any other paper in Platte City.

The *Democrat-Lever* has a higher circulation rating than is accorded to any other paper in Plattsburg.

The *Press* has a higher circulation rating than is accorded to any other paper in Princeton.

The *Coming Nation* has a higher circulation rating than is accorded to any other paper in Richhill.

The *Atkinson Co. Mail* has a higher circulation rating than is accorded to any other paper in Rockport.

The *Weekly Banner-News* has a higher circulation rating than is accorded to any other paper in Saint Charles.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Saint Joseph.

The *Republic* has a higher circulation rating than is accorded to any other daily in Saint Louis or in the State of Missouri.

The *Sunday Post-Dispatch* has a higher circulation rating than is accorded to any other weekly in Saint Louis.

The *Woman's Magazine* has a higher circulation rating than is accorded to any other publication issued in Saint Louis or in the State of Missouri.

The *Democrat* has a higher circulation rating than is accorded to any other daily in Sedalia.

The *Democrat* has a higher circulation rating than is accorded to any other weekly in Sedalia.

The *Semi-Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Sedalia.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Shelby.

The *Shelby Co. Herald* has a higher circulation rating than is accorded to any other paper in Shelbyville.

The *Record* has a higher circulation rating than is accorded to any other weekly in Springfield.

The *Daily Leader-Democrat* has a higher circulation rating than is accorded to any other paper in Springfield.

The *Bible Advocate and Herald of the Coming Kingdom* has a higher circulation rating than is accorded to any other paper in Stanberry.

The *Times-Gazette* has a higher circulation rating than is accorded to any other paper in Tipton.

The *Republican* has a higher circulation rating than is accorded to any other paper in Unionville.

The *Times* has a higher circulation rating than is accorded to any other paper in Warsaw.

The *Weekly Journal* has a higher circulation rating than is accorded to any other paper in West Plains.

NORTH DAKOTA.

The *News* has a higher circulation rating than is accorded to any other paper in Bottineau.

The *Inter-Ocean* has a higher circulation rating than is accorded to any other paper in Devils Lake.

The *Forum and Daily Republican* has a higher circulation rating than is accorded to any other daily in Fargo.

The *Forum and Weekly Republican* has a higher circulation rating than is accorded to any other paper in Fargo.

The *Daily Herald* has a higher circulation rating than is accorded to any other daily in Grand Forks or in the State of North Dakota.

The *Normanden* has a higher circulation rating than is accorded to any other paper in Grand Forks or in the State of North Dakota.

The *Statistidende* has a higher circulation rating than is accorded to any other paper in Hillsboro.

The *Cavalier Co. Republican* has a higher circulation rating than is accorded to any other paper in Langdon.

The *Pioneer* has a higher circulation rating than is accorded to any other paper in Mandan.

The *Gazette-News* has a higher circulation rating than is accorded to any other paper in Park River.

The *White River Bulletin* has a higher circulation rating than is accorded to any other publication issued in Tower City.

The *Times-Record* has a higher circulation rating than is accorded to any other paper in Valley City.

SOUTH DAKOTA.

The *Dakota Ruralist* has a higher circulation rating than is accorded to any other weekly in Aberdeen or in the State of South Dakota.

The *Dakota Farmer* has a higher circulation rating than is accorded to any other publication issued in Aberdeen or in the State of South Dakota.

The *Sioux Valley News* has a higher circulation rating than is accorded to any other paper in Canton.

The *Daily Pioneer-Times* has a higher circulation rating than is accorded to any other paper in Deadwood.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Dell Rapids.

The *South Dakota Educator* has a higher circulation rating than is accorded to any other publication issued in Mitchell.

The *State Register* has a higher circulation rating than is accorded to any other weekly in Pierre.

The *Rustler* has a higher circulation rating than is accorded to any other publication issued in Pierre.

The *White Ribbon Journal* has a higher circulation rating than is accorded to any other publication issued in Rapid City.

The *Journal-Observer* has a higher circulation rating than is accorded to any other paper in Redfield.

The *Daily Arous-Leader* has a higher circulation rating than is accorded to any other paper in Sioux Falls or daily in the State of South Dakota.

The *Weekly Public Opinion* has a higher circulation rating than is accorded to any other paper in Watertown.

The *Weekly Gazette* has a higher circulation rating than is accorded to any other paper in Yankton.

NEBRASKA.

The *Nemaha Co. Herald* has a higher circulation rating than is accorded to any other paper in Auburn.

The *Republican* has a higher circulation rating than is accorded to any other paper in Aurora.

The *Courier* has a higher circulation rating than is accorded to any other weekly in Blair.

The *Danskeren* has a higher circulation rating than is accorded to any other paper in Blair.

The *Custer Co. Republican* has a higher circulation rating than is accorded to any other paper in Brokenbow.

The *Clay Co. Patriot* has a higher circulation rating than is accorded to any other paper in Clay Center.

The *Nebraska Bienen* has a higher circulation rating than is accorded to any other paper in Columbus.

The *North Nebraska Eagle* has a higher circulation rating than is accorded to any other paper in Dakota.

The *Nebraska Signal* has a higher circulation rating than is accorded to any other paper in Geneva.

The *Adams Co. Democrat* has a higher circulation rating than is accorded to any other weekly in Hastings.

The *Loyal Mystic Legion* has a higher circulation rating than is accorded to any other publication issued in Hastings.

The *Alfalfa Belt* has a higher circulation rating than is accorded to any other paper in Indianola.

The *New Era Standard* has a higher circulation rating than is accorded to any other paper in Kearney.

The *Clipper-Citizen* has a higher circulation rating than is accorded to any other paper in Lexington.

The *Evening News* has a higher circulation rating than is accorded to any other daily in Lincoln.

The *Freie Presse* has a higher circulation rating than is accorded to any weekly in Lincoln or in the State of Nebraska.

The *Modern Woodman* has a higher circulation rating than is accorded to any other publication issued in Lincoln or in the State of Nebraska.

The *Tribune* has a higher circulation rating than is accorded to any other paper in McCook.

The *Times-Tribune* has a higher circulation rating than is accorded to any other weekly in Norfolk.

The *Nebraska Workman* has a higher circulation rating than is accorded to any other publication issued in Norfolk.

The *News* has a higher circulation rating than is accorded to any other daily in Omaha or in the State of Nebraska.

The *Danske Pioneer* has a higher circulation rating than is accorded to any other weekly in Omaha.

The *Sovereign Visitor* has a higher circulation rating than is accorded to any other publication issued in Omaha.

The *Quiz* has a higher circulation rating than is accorded to any other weekly in Ord.

The *Union Worker* has a higher circulation rating than is accorded to any other publication issued in Ord.

The *Webster Co. Argus* has a higher circulation rating than is accorded to any other paper in Redcloud.

The *Independent-Democrat* has a higher circulation rating than is accorded to any other paper in Seward.

The *Drovers' Journal-Stockman* has a higher circulation rating than is accorded to any other paper in South Omaha.

The *Philatelic West and Camera News* has a higher circulation rating than is accorded to any other publication issued in Superior.

The *Johnson Co. Tribunal* has a higher circulation rating than is accorded to any other paper in Tecumseh.

The *Journal and Burionian* has a higher circulation rating than is accorded to any other weekly in Tekamah.

The *Crozier* has a higher circulation rating than is accorded to any other publication issued in Tekamah.

The *Wasp* has a higher circulation rating than is accorded to any other paper in Wahoo.

The *Republican* has a higher circulation rating than is accorded to any other paper in Wayne.

The *Republican and Cuming Co. Advertiser* has a higher circulation rating than is accorded to any other paper in Westpoint.

The *Wymorean* has a higher circulation rating than is accorded to any other paper in Wymore.

KANSAS.

The *Weekly Reflector* has a higher circulation rating than is accorded to any other paper in Abilene.

The *Enterprise* has a higher circulation rating than is accorded to any other paper in Alma.

The *X-Rays* has a higher circulation rating than is accorded to any other paper in Arkansas City.

The *Globe* has a higher circulation rating than is accorded to any other weekly in Atchison.

The *Daily Globe* has a higher circulation rating than is accorded to any other paper in Atchison.

The *Telescope* has a higher circulation rating than is accorded to any other paper in Belleville.

The *Osage Co. Chronicle* has a higher circulation rating than is accorded to any other paper in Burlingame.

The *Independent* has a higher circulation rating than is accorded to any other paper in Burlington.

The *Dispatch* has a higher circulation rating than is accorded to any other weekly in Clay Center.

The *Western Breeders' Journal* has a higher circulation rating than is accorded to any other paper in Clay Center.

The *Weekly Journal* has a higher circulation rating than is accorded to any other paper in Coffeyville.

The *Modern Light* has a higher circulation rating than is accorded to any other weekly in Columbus.

The *Good News* has a higher circulation rating than is accorded to any other publication issued in Columbus.

The *Kansas* has a higher circulation rating than is accorded to any other paper in Concordia.

The *Republican* has a higher circulation rating than is accorded to any other paper in Council Grove.

The *Wilson Co. Citizen* has a higher circulation rating than is accorded to any other paper in Fredonia.

The *Appeal to Reason* has a higher circulation rating than is accorded to any other paper in Girard or in the State of Kansas.

The *Beacon* has a higher circulation rating than is accorded to any other paper in Great Bend.

The *Presse* has a higher circulation rating than is accorded to any other paper in Hillsboro.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Holton.

The *News* has a higher circulation rating than is accorded to any other weekly in Hutchinson.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Hutchinson.

The *Register* has a higher circulation rating than is accorded to any other weekly in Iola.

The *Daily Register* has a higher circulation rating than is accorded to any other paper in Iola.

The *Journal* has a higher circulation rating than is accorded to any other paper in Kingman.

The *Tiller and Toiler* has a higher circulation rating than is accorded to any other paper in Larned.

The *Daily World* has a higher circulation rating than is accorded to any other daily in Lawrence.

The *Weekly World* has a higher circulation rating than is accorded to any other weekly in Lawrence.

The *Fraternal Aid* has a higher circulation rating than is accorded to any other publication issued in Lawrence.

The *Daily Times* has a higher circulation rating than is accorded to any other daily in Leavenworth.

The *Weekly Times* has a higher circulation rating than is accorded to any other weekly in Leavenworth.

The *Central Kansas Democrat* has a higher circulation rating than is accorded to any other weekly in Lyons.

The *Weaver's Herald* has a higher circulation rating than is accorded to any other publication issued in Lyons.

The *Republican and Press* has a higher circulation rating than is accorded to any other paper in McPherson.

The *Nationalist* has a higher circulation rating than is accorded to any other paper in Manhattan.

The *Western Advocate* has a higher circulation rating than is accorded to any other paper in Mankato.

The *Advocate-Democrat* has a higher circulation rating than is accorded to any other paper in Marysville.

The *Messenger* has a higher circulation rating than is accorded to any other weekly in Minneapolis.

The *Kansas Workman* has a higher circulation rating than is accorded to any other publication issued in Minneapolis.

The *Post und Volksblatt* has a higher circulation rating than is accorded to any other weekly in Newton.

The *Tri-Weekly Journal* has a higher circulation rating than is accorded to any other paper in Newton.

The *Mirror* has a higher circulation rating than is accorded to any other paper in Olathe.

The *Osborne Co. Farmer* has a higher circulation rating than is accorded to any other paper in Osborne.

The *Independent* has a higher circulation rating than is accorded to any other paper in Oskaloosa.

The *Independent* has a higher circulation rating than is accorded to any other paper in Oswego.

The *Evening Herald* has a higher circulation rating than is accorded to any other daily in Ottawa.

The *Select Knight* has a higher circulation rating than is accorded to any other publication issued in Ottawa.

The *Herald* has a higher circulation rating than is accorded to any other paper in Phillipsburg.

The *Daily Headlight* has a higher circulation rating than is accorded to any other paper in Pittsburg.

The *Observer* has a higher circulation rating than is accorded to any other paper in Pleasanton.

The *Pratt Co. Republican* has a higher circulation rating than is accorded to any other paper in Pratt.

The *Weekly Union* has a higher circulation rating than is accorded to any other paper in Salina.

The *Times-Star* has a higher circulation rating than is accorded to any other paper in Sedan.

The *Rural Kansan* has a higher circulation rating than is accorded to any other paper in Seneca.

The *Capital* has a higher circulation rating than is accorded to any other daily in Topeka.

The *Mail and Breeze* has a higher circulation rating than is accorded to any other weekly in Topeka or in the State of Kansas.

The *Missouri Valley Farmer* has a higher circulation rating than is accorded to any other publication in Topeka.

The *Times* has a higher circulation rating than is accorded to any other paper in Wamego.

The *Register* has a higher circulation rating than is accorded to any other paper in Washington.

The *People's Voice* has a higher circulation rating than is accorded to any other paper in Wellington.

The *Recorder* has a higher circulation rating than is accorded to any other paper in Westmoreland.

The *Eagle* has a higher circulation rating than is accorded to any other weekly in Wichita.

The *Daily Eagle* has a higher circulation rating than is accorded to any other paper in Wichita or daily in the State of Kansas.

AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

NOTE.—Under this heading PRINTERS' INK will advertise a three-line paragraph relating to the appropriate paper, giving it one insertion for 60 cents—stamps in payment to accompany the order—or will continue it once a week for three months (thirteen weeks) for \$7.50, from which 5 per cent may be deducted for cash with order.

CALIFORNIA.

The *Daily Examiner* has a higher circulation rating than is accorded to any other paper in San Francisco, or in the State of California.

The *Weekly Examiner* has a higher circulation rating than is accorded to any other weekly in San Francisco, or in the State of California.

CONNECTICUT.

The *Evening Post* has a higher circulation rating than is accorded to any other paper in Bridgeport.

The *Morning Record and Republican* has a higher circulation rating by more than one thousand copies daily than is accorded to any other paper in Meriden.

DISTRICT OF COLUMBIA.

The *Home Magazine* has a higher circulation rating than is accorded to any other publication issued in Washington, or in the District of Columbia.

The *National Tribune* has the highest circulation rating accorded any weekly in the District of Columbia.

GEORGIA.

The *Atlanta Journal* has the highest daily circulation rating south of Baltimore, St. Louis.

The *Daily Herald* has a higher circulation rating than is accorded to any other paper in Augusta.

ILLINOIS.

The *Champaign Co. News* has a higher circulation rating than is accorded to any other paper in Champaign.

MASSACHUSETTS.

The *Daily Transcript* has a higher circulation rating than is accorded to any other paper in North Adams.

NEW JERSEY.

The *Evening Journal* has a higher circulation rating than is accorded to any other paper in Jersey City.

NEW YORK.

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Binghamton.

The *Sunday Courier* has a higher circulation rating than is accorded to any other Sunday paper in Buffalo.

The *Evening Star* has a higher circulation rating than is accorded to any other daily in Elmira.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Ithaca.

The *News* has a circulation rating four times higher than is accorded to any other paper in Newburgh.

The *Delineator* has a higher circulation rating than is accorded to any other publication issued in New York City or in the State of New York.

The *Schenectady Gazette* has a higher circulation rating than is accorded to any other paper in Schenectady.

NORTH CAROLINA.

The *Western Carolina News* has a higher circulation rating than is accorded to any other paper in Sparta.

PENNSYLVANIA.

The *Leader* has a higher circulation rating than is accorded to any other paper in Allentown.

The *Weekly Courier* has a higher circulation rating than is accorded to any other paper in Connellsville.

The *Local News* has a higher circulation rating than is accorded to any other paper in West Chester.

TEXAS.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Sulphur Springs.

The *Baptist Sword and Shield* has a higher circulation rating than is accorded to any other paper in Tyler.

VIRGINIA.

The *Daily Times-Dispatch* has a higher circulation rating than is accorded to any other paper in Richmond or daily in the State of Virginia.

WEST VIRGINIA.

The *Mail* has a higher circulation rating than is accorded to any other daily in Charleston.

The *Preston Co. Journal* has the highest circulation rating accorded to any paper in Kingwood or Preston County.

NOTES.

"TIGER-TAN," a late shade of suspenders, is advertised in a characteristic mailing card from Hewes & Potter, Boston.

"OUR Best Six Months" is a four-page folder from the St. Louis *Post-Dispatch*, setting forth circulation averages for the period from January to June.

A NEAT folder from the *Chieftain*, Pueblo, Col., sets forth that daily's advantages as a medium for reaching the Southern and Western portions of the State.

THE Alonzo Bliss Properties, six modern apartment houses under one ownership and management, are advertised in a succinct descriptive folder from S. C. Wilson, Bliss Building, Washington, D. C.

A BOOKLET from the National Oil Heating Co., Melrose, Mass., describes the National Kerosene Oil Burner, a device for automobiles, and gives favorable opinions from motorists who are using it.

By way of preventing violations of the law which prohibits citizens to carry liquor into the Indian Territory, United States Marshall Colbert, of Ardmore, I. T., proposes to exclude every proprietary remedy suspected of containing intoxicants. The use of certain preparations as a substitute for liquor has made this ruling necessary.

THE *Statesman* is a new monthly review devoted to political affairs, published at 55 Liberty street, New York.

A RICHLY printed brochure, given over chiefly to fine pictures, describes the Hotel Somerset, Commonwealth avenue, Boston.

OPPORTUNITIES for investment in Dallas, Texas, real estate are treated in a neat folder from F. L. Irvine and J. S. Kendall, real estate brokers of that city.

A BRIEF, convincing treatise on the hair and its diseases is contained in a folder for Brown's Hair Tonic, issued by Brown's Drug Store, Yazoo City, Miss.

"FOR FURTHER ORDERS" is an exceptionally clever follow up folder, worked out on a military theme, for the Griffith-Stilling Press, 368 Congress street, Boston.

A FOLDER containing just a phrase or two of argument concerning cool summer clothes, with a couple of swatches of light fabrics, is used by Phil D. Kohn, tailor, Columbia, S. C.

A FINE little booklet which shows samples of good work, accompanied by succinct arguments, comes from Liggett & Gagnier, a new firm of printers, 62 Woodward avenue, Detroit Mich.

AN effective bit of advertising for fraternal insurance comes in the shape of a large mailing card for the Mutual Protective League, Litchfield, Ill., explaining at length several forms of policy.

"QUO VADITIS," a book of short stories by Bouck White, published by the Civic Press, Bible House, New York, is exploited by means of a brochure containing sample pages and testimonials.

A SMALL booklet, inexpensive in character but informing so far as text and pictures are concerned, describes the Shady Glen House, a Catskill resort managed by S. M. Elliott, Durham, N. Y.

THE *Daily Times*, Davenport, Iowa, has submitted to an examination by the Association of American Advertisers, and issues a booklet prefaced with a facsimile of its certificate. The *Times* circulates in Davenport and the adjacent cities of Rock Island and Moline, Ill., and the booklet gives pertinent facts as to the character of its circulation.

THE *Haberdasher* calls attention to an important fact in connection with trademarks for use on goods sold in Great Britain. The Belfast Flax-spinners' Association, which is a powerful manufacturers' guild, brought suit against manufacturers for stamping the words "All Pure Linen" on collars made of linen on the outside and filled with cotton fabric. Goods sold in England must, under the Merchandise Marks Act, be marked precisely for what they are. The courts directed the manufacturers of such collars to pay costs, a fine and discontinue the deception. Violations of this nature are actively prosecuted by the manufacturers' guilds, which embrace all industries.

Is It Possible That Someone is Lying?

In a recent circular letter sent to Michigan publishers by the Saginaw Courier-Herald, requesting them to say something nice about itself, this statement is to be found:

"We are carrying 25 per cent more local advertising than any other local paper, and this in spite of the fact of the raise of rates which has been made."

"Our foreign business has doubled the past year in the face of new rates, and only one foreign advertiser has left the paper on that account."

"If you make any mention of these facts in your columns it will be an appreciated favor, and I will be pleased to receive a marked copy of your paper containing such article."

Here are the figures showing the exact number of inches of display advertising, the number of lines of paid reading notices, and the number of classified liners published in The Evening News and the Courier-Herald during the three months ending June 30, 1902 and 1903.

ARE COMPARISONS ODIUS ?

Evening News	1902	1903	Courier-Herald	1902	1903
April.....	18,105 in.	19,593 in.	April.....	17,028 in.	16,949 in.
May.....	18,760 in.	18,663 in.	May.....	17,555 in.	16,966 in.
June.....	15,249 in.	17,197 in.	June.....	16,028 in.	11,169 in.
Total.....	52,114 in.	55,453 in.	Total.....	50,611 in.	48,104 in.

Increase 1903 over 1902.....3,339 in.

Decrease in 1903 under 1902, 2,507 in.

This does not include any public printing of which The Evening News carries ten times as much as the Courier-Herald.

From these figures it can be readily seen that in spite of the facts that The Evening News has no Sunday morning paper, and that its rates are very much higher than those of the Courier-Herald, it not only carries more display advertising than the Courier-Herald, month after month, but it shows a healthy increase in business this year over last, while the Courier-Herald positively shows a falling off.

Of the amounts shown in the above statement, the following figures represent the actual amount of advertising for Saginaw firms carried by the two papers during the three months ending June 30, 1903:

Evening News	Courier-Herald
April.....	April.....
May.....	May.....
June.....	June.....
Total.....	Total.....

Excess of local advertising in The Evening News over Courier-Herald 636 inches.
This does not include any public printing of which The Evening News carries ten times as much as the Courier-Herald.

Where does the claim of the Courier-Herald that it carries "25 per cent more local advertising than any other local paper" come in? It simply doesn't come in, that's all.

Number of lines of paid reading notices published in The Evening News in the three months ending June 30, 1903.....

Number of lines of paid reading notices published in the Courier-Herald in the three months ending June 30, 1903.....

Excess in Evening News over Courier-Herald.....

Number of announcements published in the liner columns of The Evening News in the three months ending June 30, 1903.....

Number of announcements published in the liner columns of the Courier-Herald in the three months ending June 30, 1903.....

Excess in Evening News over Courier-Herald.....

And the Evening News publishes no "dead" liner advertisements—the Courier-Herald does.

Number of different advertisements published in The Evening News in the three months ending June 30, 1903.....

Number of different advertisements published in the Courier-Herald in the three months ending June 30, 1903.....

Excess in Evening News over Courier-Herald.....

The Evening News goes into seven out of every eight homes in Saginaw, carrying in its columns not only more and better prepared advertisements than any other Saginaw daily, but more news, local, State and telegraphic. Typographically it is one of the neatest papers published in Michigan. It pleases its readers, and brings better results to the patrons of its advertising columns for the money expended than any other Michigan daily.

SAGINAW EVENING NEWS CO., Saginaw, Michigan.

New York and Chicago Representatives:
WILLIAMS & LAWRENCE, HARRY B. FRALICK, Mgr. Chicago Office,
81 and 83 Tribune Bldg., New York. 67 Washington St., Chicago.



**5,000,000
People . . .**

residing in rural districts are now being served daily by Uncle Sam's Rural Free Delivery Service, which is being constantly extended. These people are in as close touch with the outside world as the city dweller; their wants are many, and they are obliged to depend on the mails to bring them many things. If you use the papers of

The Vickery & Hill List

and

The American Woman

(Established 29 Years.)

you will be able to tell your story to many of these rural dwellers, and you will be in good company, for successful mail-order houses know that the Vickery & Hill papers have **THE LARGEST PAID-IN-ADVANCE CIRCULATION IN THE WORLD**, and use them continuously. Send for specimen copies and rates.

THE VICKERY & HILL PUBLISHING CO.,

C. D. COLMAN,
Flat Iron Bldg., New York.

Augusta, Me.

E. H. BROWN,

714 Boyce Bldg., Chicago.

Sworn statement of circulation on file with Geo. P. Rowell & Co.

The Breeder's Gazette

Published Every Wednesday at Chicago.

Founded 1881.

36 to 56 Pages.



A weekly newspaper subscribed for by farmers who make live stock raising the leading feature of their business.

THE GAZETTE is not "a trade paper." It is "a farm paper" and the best of its kind.

The stock farmer is not alone a buyer of practically everything that the so-called grain farmer uses, but he buys **more** and he buys **the best**. He is in the market all the time, every year, because he is not dependent on one single crop or product. He raises grain and grasses in great abundance for his own use, and in addition roots and forage plants, of which the average farmer has no knowledge whatever. He is invariably the leader in intelligence and wealth in his community.

He reads THE BREEDER'S GAZETTE, because he subscribes and pays for it, and he is consequently influenced by what he finds in its columns. You can reach men of this class, in every State in the Union, through an announcement in THE GAZETTE.

Average Weekly
Circulation for
Six Months ended
June 24, 1903,

66,740

A TYPICAL READER OF THE GAZETTE.

Men who Farm with Brains as Well as Hands.

Advertising rates 35 cents a line with discounts on large orders. Rate sheet giving full particulars and sworn circulation statement sent on application.

J. H. SANDERS PUBLISHING CO.,

358 DEARBORN STREET,

CHICAGO, ILLINOIS.

Choose Your Future

At Fifty,
Which Will
You
Look Like?

Do you mean to get the best of the world, or will you let the world get the best of you? Sooner or later every man must come to a definite understanding with himself, and decide whether he will climb up hill to success, or slide down hill to failure. No one can stand still. Now is the time for you to choose your future. Do not dodge the question, procrastinate, or allow yourself to aimlessly drift toward obscurity.

DECIDE TO WIN,

to rise to the top of your chosen profession. Cut out, fill in, and mail the coupon, and learn how we can help you.

Do It Now!

International Correspondence Schools
Scranton, Pa.

Please send me, free, a copy of "One Month of Success," and explain how I can qualify for position marked X below.

Chief Engineer	Refrigeration Engineer	Cotton-Seed Dept.
Mechanical Engineer	Traction Engineer	Woolen Mill Dept.
Mechanical Engineer	Electrical Engineer	Chester
Mining Engineer	Chemist	Steel-Plant Engineer
Surveyor	Telephone Engineer	Ad. Writer
Radio-Wire Dept.	Steam Engineer	Bookkeeper
Motor-Ship Foreman	Marine Engineer	Stenographer
Machinist	Hydraulic Engineer	Teacher
Steel and Iron, Eng'g	Mechanical Engineer	To Teach French
Surveying Engineer	Shipbuilding Engineer	To Teach Spanish
Wireless	Railroad Engineer	

Name _____
St. and No. _____
City _____ State _____

NOTE:—The ad, of which the above is a reduction, was written by the manager of our Advertising Department, George Frank Lord, who also wrote our advertising course and conducts the instruction of the students. Our Advertising Prospectus is worth asking for. Be sure to state where you saw the ad.

International Correspondence Schools.

The Newspaper of Iowa.

The Des Moines Daily Capital

an evening paper that goes into
the homes of the people. 33,000
daily circulation guaranteed..

*"Capital's Local Display Advertising Record for
June More Than Three Times That of
Either Competitor.*

In the month of June just passed the *Capital* published in six issues a week 11,346 inches of local display advertising. On the same days the *News* published only 3,404 inches and the *Register-Leader* but 3,330 inches. In seven issues the *News* published but 4,978 inches, and the *Register-Leader* but 7,125 inches. So the *Capital* published almost as much in six issues as both of the others in seven issues, or 6,368 inches more than the *News* and 4,221 inches more than the *Register-Leader*. These figures are somewhat astonishing, but give the true standing of the Des Moines newspapers as advertising mediums, the *Capital* being easily the leader and increasing in favor each month. The *Capital* has the largest circulation in Des Moines and delivers the goods to advertisers. In the evening field it carries the advertising of the big department stores exclusively.

Local Display Advertising Figures for Four Months :

(SIX ISSUES PER WEEK)

	MARCH	APRIL	MAY	JUNE	TOTALS
	Inches	Inches	Inches	Inches	Inches
CAPITAL,	7,338	9,478	9,038	11,346	37,200
News,	4,179	5,119	4,846	3,404	17,548
Register-Leader,	3,440	5,225	4,003	3,330	15,998

Carries more advertising than all
other Des Moines papers combined
Rate four cents per line flat..

FOR FURTHER INFORMATION ADDRESS

The Des Moines Daily Capital

New York Office World Building.

Chicago Office, 87 Washington St.

A Few Hours

versus

Three Days

BANGOR, ME., July 23, 1903.

PRINTERS INK JONSON,
New York, N. Y.

DEAR SIR:—Inclosed find thirty cents for which please send one $\frac{1}{4}$ lb. tube of purple copying ink. I had some of your copying several years ago and it worked finely. Have tried others since with poor results, and have had to hold up the last job until I get yours again.

Yours truly,
RECORD PRINTING CO.
Chas. A. Dillingham, Prop.

BANGOR, ME., July 27, 1903.

DEAR SIR:—Copying ink received and it worked perfectly. *We completed the job in a few hours. We tried three days with the other fellow's ink and could not get a clear impression.*

Yours truly,
RECORD PRINTING CO.
Chas. A. Dillingham, Prop.

My job inks seem to be gaining in favor daily, as every mail brings testimonials about my blacks, or my blues, or my reds, or my yellows, or my greens, or my browns, or my purples, or my whites, or my copying inks. Once in a while I receive a complaint but taking into consideration the number of orders I fill and the territory which I cover, and the different temperaments of the men who handle my inks, and the many styles of presses on which they are used, the scarcity of my complaints is rather marvelous.

I make no exceptions to my rule of cash with the order. When a purchaser feels the ink is not all I claim for it, his money will be refunded along with the cost of transportation.

Send for my new book giving valuable information for the press room.

ADDRESS:

PRINTERS INK JONSON,

17 SPRUCE STREET,

NEW YORK.

Three Dozen Dailies.

[Whoever thinks he can improve this list without increasing the number of papers is requested to write a letter about it to the editor of PRINTERS' INK.]

- NEW YORK HERALD—(Morning and Sunday)
 TIMES—(Morning and Sunday)
 WORLD—(Morning, Evening and Sunday)
 BROOKLYN EAGLE—(Evening and Sunday)
 ROCHESTER DEM. & CHRONICLE—(Morning and Sunday)
 BUFFALO NEWS—(Evening and Sunday)
 NEWARK NEWS—(Evening and Sunday)
 PHILADELPHIA RECORD—(Morning and Sunday)
 BULLETIN—(Evening)
 HARTFORD TIMES—(Evening)
 BOSTON GLOBE—(Morning, Evening and Sunday)
 TRANSCRIPT—(Evening)
 BALTIMORE NEWS—(Evening)
 WASHINGTON STAR—(Evening)
 ATLANTA JOURNAL—(Evening and Sunday)
 MEMPHIS COMMERCIAL APPEAL—(Morning and Sunday)
 NASHVILLE BANNER—(Evening)
 CINCINNATI TIMES-STAR—(Evening)
 CLEVELAND PRESS—(Evening)
 PITTSBURG PRESS—(Evening and Sunday)
 DETROIT NEWS—(Evening)
 TRIBUNE—(Morning except Sunday)
 CHICAGO NEWS—(Evening)
 RECORD-HERALD—(Morning and Sunday)
 TRIBUNE—(Morning and Sunday)
 ST. PAUL DISPATCH—(Evening)
 MINNEAPOLIS TRIBUNE—(Morning, Evening and Sunday)
 PORTLAND OREGONIAN—(Morning and Sunday)
 SEATTLE TIMES—(Evening and Sunday)
 SAN FRANCISCO EXAMINER—(Morning and Sunday)
 CALL—(Morning and Sunday)
 LOS ANGELES TIMES—(Morning and Sunday)
 KANSAS CITY STAR—(Evening and Sunday morning)
 INDIANAPOLIS NEWS—(Evening)
 ST. LOUIS GLOBE-DEMOCRAT—(Morning and Sunday)
 LOUISVILLE COURIER-JOURNAL—(Morning and Sunday)

GEO. P. ROWELL & CO., Advertising Agents, recommend advertisers to use the daily papers and believe the list named above is as good a selection, so far as it goes, as can be made.

To illustrate the cost it may be stated that a twenty-four word "Want" advertisement inserted five times in all the papers catalogued above would cost something more than \$50. An ordinary 10-line advertisement, for a single insertion, would also cost something more than the sum named, even if continued every day for a year. A space of three inches single column, in this small list of papers, would cost fully \$50,000 for one year's insertion. This goes to show that advertising is not cheap; still old advertisers know that the best papers are the cheapest after all.

GEO. P. ROWELL & CO. are glad to quote rates and receive and forward advertisements for the papers named above and for all leading newspapers and magazines.

OFFICES, No. 10 SPRUCE ST., NEW YORK.